

**Sports Car Club of America Appeal of Audit Findings to the California Integrated
Waste Management Board for Used Oil Non-Profit Grants
UNP04-00-3310 and UNP05-02-0013**

Administrative Record for Appeal Hearing

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CIWMB Staff Hearing Brief

**CONSIDERATION OF APPEAL BY SPORTS CAR CLUB OF AMERICA OF USED
OIL NON-PROFIT GRANT AUDIT DETERMINATION
(UNP4-00-3310 AND UNP5-00-0013)**

**CIWMB STAFF BRIEF
Harlee Branch, Staff Counsel**

I. INTRODUCTION

California Integrated Waste Management Board ("CIWMB") staff respectfully requests that the Board reject the appeal of the Sports Car Club of America, San Francisco Region ("SCCA") of the CIWMB staff's final audit determination on Used Oil Nonprofit Grants UNP4-00-3310 and UNP5-00-0013 and uphold the Executive Director's decision finding that \$74,927.59 is payable to the CIWMB as ineligible grant reimbursement.

The CIWMB auditor was justified in finding that \$74,927.59 was ineligible because grant reimbursements from the CIWMB were reflected as profit in the SCCA's General Ledger. This violated the express terms of the nonprofit grant agreements prohibiting "profit or markup." Following a Department of Finance ("DOF") audit of the two grants and CIWMB's subsequent independent review of DOF's audit, SCCA could not produce documentation demonstrating it actually expended funds for grant activities or that certain sponsorship events actually occurred.

II. ARGUMENT

This hearing is about a singular and simple issue – SCCA's violation of the express terms of its grant agreement.

SCCA's appeal attempts to divert the Board's attention from this straightforward issue and instead begs the Board to ignore express grant violations and recognize that the State received benefit from the grant activities. This is deceiving because the State's benefit from SCCA's grant activities is not in dispute. CIWMB staff has already taken all State benefits into account as reflected in the final audit request for the repayment of \$74,927.59 -- an amount representing a fraction of the total combined grant amounts of \$475,637. Since CIWMB has determined the remainder of the grant funds were properly expended, the benefits of SCCA's grant activities have already been recognized. In fact, CIWMB staff went as far as permissible within the terms of the grant agreements to acknowledge State benefits in its final audit determination – including a significant reduction in DOF's final recommended reimbursement total.

The Board, as a state agency with control over public taxpayer dollars, has a special responsibility to ensure that such funds are expended properly. Myriad state laws and regulations exist to guard against the abuse of the public fisc, from the complex legal limitations on state contracting to the constitutional prohibition on the gift of public funds. These strict rules distinguish state agencies from private entities and arguably limit the Board's discretion to ignore SCCA's express, and self-admitted,¹ violations of its grant agreements. The SCCA improperly registered public money from nonprofit grants as profit in its ledgers – actions that smack of a gift of public funds. Furthermore, DOF, as a control agency, has explicitly instructed CIWMB that the funds at issue in this hearing should not be paid to SCCA. These grant funds

¹ In its appeal to the Board, SCCA expressly admits that it failed to follow the terms of its grant agreements.

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were never used by SCCA to carry out grant activities. In short, the grantee was paid for activities and expenditures that it did not actually perform or incur.

SCCA further claims that it is being unfairly penalized for mere bookkeeping technicalities when it claims it performed the requested grant activities. SCCA even claims it was simply “naïve” in executing its financial responsibilities. This is misleading and begs disbelief. First, many of the grant expenditures and activities at issue in this hearing appear to have been performed by a different entity altogether, SCCA’s for-profit subsidiary San Francisco Regional Properties (dba Thunderhill Raceway Park, hereinafter “Thunderhill Park”). Thunderhill Park was not a party to the grant agreements and indeed would have been ineligible for a nonprofit grant because it is a for-profit organization.

Furthermore, to characterize SCCA’s grant violations as mere technicalities or the result of being financially “naïve” would ignore the fact that both SCCA and Thunderhill Park are not “Mom and Pop” operations, but established and presumably financially-sophisticated entities. Both organizations should have been aware based on both the notice provided in the CIWMB’s grant materials and the requirements of 501(c) of the Internal Revenue Code that both an arms-length relationship and financial safeguards between for-profit and non-profit affiliates are not a mere bookkeeping technicality. Instead, these requirements are a necessity in ensuring the proper expenditure of public funds and the retention of tax-exempt status under federal law.

Finally, given the presumed financial sophistication of both entities, the commingling of grant funds and grant responsibilities were significant enough to put in question whether these violations were mere accident. Indeed, while it is not the subject of this hearing, CIWMB staff believes an open question remains as to whether registering grant expenses under Thunderhill Park and sheltering profit in SCCA’s general ledger were used to realize significant tax advantages through the misuse of public money.

The following factual accounts are reflected in documents in the administrative record for this hearing.

III. BACKGROUND

The CIWMB awarded two grants to SCCA, a 501(c)(4) non-profit and tax exempt entity, to participate in the Used Oil Nonprofit Grant Program. The grants were in the respective amounts of \$199,860, covering the period November 1, 2000 through April 30, 2003 (UNP4-00-3310); and \$275,777, covering the period May 1, 2003 through April 30, 2005 (UNP5-02-0013), to promote recycling and use of remanufactured oils in the “Race to Recycle Oil Racing Series” at various race facilities throughout California. The grants were funded through the Used Oil Recycling Fund. The grant agreements provided that “profit or markup” by the grantee was prohibited.

The DOF performed an audit of both grants pursuant to an interagency agreement with the CIWMB after a concerned member of the public reported an apparent abuse of grant funds. This fund misuse was discussed by SCCA representatives in a public forum and posted on SCCA’s

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website, in which the expenditure of funds by Thunderhill Park for a grant-associated purchase resulted in “excess funding” from the grant being “banked” by the SCCA “even though Thunderhill” expended the funds for the purchase.

The objective of the audit was to determine SCCA’s fiscal compliance with the aforementioned grants. The audit also assessed SCCA’s compliance with applicable laws, regulations, and grant agreement requirements, as well as a review of internal controls. The responsibility for financial reporting and compliance rests with SCCA pursuant to both grant agreements. The DOF’s final audit report reflected ineligible costs totaling \$105,245 and \$157,210 for UNP4 and UNP5 respectively that were paid by the CIWMB to SCCA.

SCCA disputed the DOF audit findings. In extensive efforts to resolve the dispute, CIWMB staff held meetings with SCCA’s executive officers, made a site visit to Thunderhill Park, interviewed SCCA’s executive staff, and granted SCCA five requests for extensions for the purpose of submitting supporting documentation for their claims. CIWMB staff also critically examined the DOF audit findings and diligently worked directly with SCCA collecting and analyzing volumes of data and additional supporting documents submitted by SCCA. CIWMB staff accommodated SCCA’s requests for additional time to locate and submit supporting documentation to such an extent that the audit resolution process extended to more than eight months and consumed the full attention of one of the CIWMB’s most experienced auditors.

Following the CIWMB auditor’s independent review, the CIWMB issued a final audit determination decision letter dated May 16, 2006. That determination concluded that DOF’s final audit finding of \$105,245 for UNP4 should be reduced to \$51,245; and \$157,210 for UNP5 should be reduced to \$51,245 less a 10% unpaid withhold retained by the CIWMB (invoiced to SCCA for \$23,682.59). Both grants were separately invoiced to SCCA for a combined adjusted total amount of **\$74,927.59** (\$51,245 + \$23,682.59).

The DOF audit identified reportable internal control and compliance issues requiring corrective action as listed below. Generally, these issues center on either a failure to provide supporting documentation or the use of non-profit grant funds as profit through a lack of fiscal separation between the non-profit SCCA and its profit-making subsidiary, Thunderhill Park.

IV. DOF Audit Findings and CIWMB’s Subsequent Review

DOF Finding 1 - Inadequate Fiscal Controls and Questioned Costs

The SCCA’s general ledger did not reflect \$105,245 and \$157,210 for UNP4 and UNP5 respectively, as reimbursed by the CIWMB. The DOF disallowed these costs. The CIWMB auditor’s review found the following:

- **Kiosk**

The DOF audit reported that a \$12,500 Kiosk (trailer) charged to UNP4 was used to sell the merchandise of SCCA’s profit-making subsidiary, Thunderhill Park. The CIWMB auditor’s

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analysis disclosed that the Kiosk was approved for purchase by the CIWMB's program manager on April 10, 2003 (20 days prior to the grant termination date of April 30, 2003). However, the Kiosk was purchased by and used by Thunderhill Park instead of SCCA. Furthermore, the DMV Certificate of Title reveals that the legal registered owner of the Kiosk is Thunderhill Park, not SCCA. Additionally, SCCA's general ledger recorded the CIWMB's grant reimbursement for the purchase of this Kiosk as a *profit* and did not incur any offsetting cost.

Although the CIWMB did obtain some benefit from this Kiosk (The CIWMB's name and the "Race to Recycle" logo appeared on the sides of the Kiosk), the benefit was more in the nature of publicity under the "Sponsorship" category than being the result of these items appearing on the Kiosk.

- **Personnel**

The DOF audit reported the SCCA was unable to provide documentation (cleared checks, payroll register, and timesheets) to support claimed personnel costs reimbursed by the CIWMB at \$38,745 for UNP4 and \$45,210 for UNP5.

The SCCA submitted data supporting the hourly rates paid to David Vodden and Terry Taylor for the period of 2003 through 2005 which were substantially lower than the amounts charged to the grant. SCCA claimed that both Mr. Vodden and Ms. Taylor worked at the agreed upon contractual rates for both the UNP4 and UNP5 grants. The CIWMB auditor's analysis of the information provided by the SCCA disclosed the majority of the work performed on these grants was done by Mr. Vodden and Ms. Taylor. It was further disclosed that these individuals were employees of SCCA's profit-making subsidiary, Thunderhill Park. Both individuals were already paid salaries for their services by Thunderhill Park. Although the CIWMB reimbursed the SCCA for Mr. Vodden and Ms. Taylor's salaries, SCCA did not use the grant payments to reimburse or offset Thunderhill Park's salary expenses and the grant payments were posted as a profit in SCCA's general ledger.

Consequently, based on the SCCA's accounting records, the CIWMB cannot reimburse SCCA for costs they did not incur. SCCA was unable to produce any documentation supporting the number of hours worked on grant activities by these individuals. Therefore, the CIWMB auditor's final audit determination agreed with the DOF's audit findings that the SCCA must reimburse the CIWMB \$38,745 and \$45,210 for UNP4 and UNP5 respectively, totaling \$83,955.

- **Sponsorship**

According to the DOF final audit report, SCCA was unable to provide documentation (eg. vendor invoices and cleared checks) to support claimed sponsorship fees totaling \$54,000 and \$112,000. SCCA misclassified \$68,000 of sponsorship fees under the Personnel category. The CIWMB appropriately reclassified these expenses under sponsorship for UNP4 and UNP5 respectively. The CIWMB auditor reduced DOF's recommended reimbursement total for ineligible costs after an independent review and analysis.

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UNP4-00-3310

The CIWMB auditor's analysis disclosed that:

- (a) The CIWMB was satisfied with the SCCA's naming rights program and the many publicity opportunities for used oil recycling built into the plan; and
- (b) The CIWMB concurred with the SCCA's assertion that it made the necessary expenditures to provide the promised value of sponsorship rights.

As a result, for the UNP4-00-3310 questioned sponsorship cost of \$54,000, the CIWMB auditor reduced DOF's recommended reimbursement amount and determined these costs to be eligible for grant participation.

UNP5-02-0013

The UNP5 grant budget was increased to cover the sponsorship fee cost of holding events and gaining exposure for used oil recycling in the Southern California regions at three racetracks: Buttonwillow Raceway near Bakersfield; Willow Springs International Raceway near Los Angeles; and California Speedway near Riverside.

The CIWMB's auditor concluded that there was sufficient support for 53 event days. However, SCCA could not provide documentation or evidence demonstrating that the two events listed below occurred:

Pay Request 3	Laguna Seca	Vintage Race	Oct 22-24, 2004	1-Day	\$2,000.00
Pay Request 3	Buttonwillow	CA Club Reg.	Oct 22-24, 2004	2-Days	<u>\$4,000.00</u>
					\$6,000.00

Based on the documents submitted to the CIWMB and a review of the DOF working papers, the CIWMB determined that \$106,000 in expenditures were eligible for reimbursement and \$6,000 was ineligible for the UNP5-02-0013 grant participation due to a lack of supporting documentation.

Sponsorship – UNP4	\$54,000.00
Sponsorship – UNP5	<u>\$112,000.00</u>
Subtotal	\$166,000.00
Less: Ineligible Sponsorship – UNP5	<u>\$6,000.00</u>
Total Eligible Costs	<u>\$160,000.00</u>

The SCCA concurred with the CIWMB auditor's findings for sponsorship.

DOF Finding 2 - Inadequate Separation of Duties

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The DOF audit report disclosed that David Vodden performed a number of duties that lacked separation between SCCA, as a non-profit corporation, and Thunderhill Park, as a for-profit subsidiary. Additionally, the DOF questioned whether there is an adequate “arms-length” relationship with respect to transactions related to the grants. The CIWMB’s auditor agreed with these findings and cautioned the SCCA that it did not maintain an adequate arms-length relationship between their for-profit and non-profit entities. Maintaining an arms-length relationship is a federal government requirement for 501(c) tax status as a non-profit corporation.

The DOF’s final audit report further noted that the SCCA’s payment of a commission to David Vodden constituted 10 percent of each grant reimbursement check, less the amounts invoiced from vendors. These commissions were not claimed in the grant payment requests submitted to the CIWMB. However, it was noted in DOF’s final audit report that Mr. Vodden was already paid this commission through his consulting firm, D. B. Vodden Enterprises.

V. CIWMB STAFF REBUTTAL TO SCCA’S APPEAL

- **Kiosk**

In its appeal, SCCA asserts that the CIWMB previously approved the simultaneous use of the Kiosk for grant functions and for selling of grantee merchandise. SCCA may also argue that the CIWMB stipulated that the “1-800 Cleanup” number and website address www.cleanup.org as well as the “Race to Recycle” flag/banner should appear on the Kiosk and that SCCA complied with these stipulations.

- *Profit Ineligible for Grant Reimbursement*

SCCA’s arguments fail to adequately address the fact that Thunderhill Park, a for-profit entity, paid for the Kiosk out of its own funds while SCCA, the separate non-profit entity, claimed reimbursement for the expenditure and registered the grant payment as profit in its ledger. The CIWMB specifically states in its Used Oil Non-Profit Grant application instructions as well as the actual grant agreements that “[p]rofit or mark-up by the grantee” is considered ineligible for grant funding.

The CIWMB’s program manager rightfully assumed that SCCA, as the non-profit grantee, would take title of the Kiosk. When SCCA allowed the Kiosk to be purchased and registered by Thunderhill Park, it did not give consideration to the fact that Thunderhill is a for-profit entity and the implications this would cause with respect to the Internal Revenue Code requirements for 501(c) tax-exempt status if SCCA wanted the non-profit grant to pay for the Kiosk. Nonprofit exemption requirements are very clear regarding the distribution of assets for 501(c) entities. The code specifies that in order to be tax-exempt, an organization such as SCCA must permanently dedicate assets to an exempt purpose. This means that the DMV Certificate of Title for the Kiosk needed to be in the name of SCCA. However, the legal title for the Kiosk was registered and still is in the name of Thunderhill Park. Since Thunderhill Park is holding the title to the asset, the non-profit grant simply cannot pay for the purchase of the Kiosk. As mentioned above, this type of ineligible cost is clearly identified in the grant application instructions and the grant

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agreements. Hence, the CIWMB auditor's final determination agreed with the DOF audit finding that \$12,500 is ineligible for grant participation. Additionally, the CIWMB gave consideration for the program manager's stipulations under the category of Sponsorship.

- **Personnel**

The SCCA asserts in its appeal that there are records to support two individuals principally responsible for implementing the grants, David Vodden and Terry Taylor, being paid for doing the work covered in the approved work plans. SCCA alleges that CIWMB staff has indicated the problem would have been avoided by having Thunderhill Park bill SCCA for the services, thus creating a specific SCCA payment for the personnel costs. However, according to SCCA, the CIWMB never advised them to do so during the course of their three grants.

SCCA also asserts that the payroll expenditures incurred by Thunderhill Park reduced the value of SCCA's ownership of that entity and thus claims it is "economically irrelevant" whether a non-profit parent or its for-profit subsidiary bears the immediate cost of carrying out grant activities.

- *Responsibility for Financial Reporting and Compliance*

In its arguments, SCCA overlooks the fact that both the grant application instructions and the grant agreements themselves put SCCA on full notice regarding proper financial reporting and compliance. After giving SCCA legal notice as to its responsibilities in the grant agreements, the CIWMB had no responsibility to give SCCA financial advice on how to properly and legally manage its funds.

The grant agreements outline extensive requirements for financial reporting and documentation to support the payment of grant funds:

- The grant procedures and requirements clearly state that any costs that are not consistent with local, state, and federal guidelines, regulations, and laws are ineligible.
- Under Section 3, Supporting Documentation, the grantee was required to submit documentation for all expenditures claimed on the payment request. The types of acceptable documentation include the "Personnel Expenditure Summary Form," where the grantee should document personnel expenditures based on actual time spent on grant related activities.
- The Audits Section for the Procedures and Requirements as well as the Terms and Conditions of the Used Oil Nonprofit grant explicitly stated that the CIWMB has the right to review and to copy any records and supporting documentation pertaining to the performance of the grant agreements.
- The grantee was required to maintain records for possible audit for a minimum of three (3) years after final payment. Examples of audit documentation include but are not limited to

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expenditure ledger, payroll register entries, time sheets, personnel expenditure summary forms, travel expense logs, and paid warrants. . .

- The grantee was required to maintain organized and accurate records that follow generally accepted accounting principles and leave an audit trail.

CIWMB staff interprets these requirements as placing the full responsibility for financial reporting and compliance with SCCA. Therefore, given that SCCA was on full notice in the grant agreements, it is specious to argue that the CIWMB should have advised SCCA on proper accounting procedures.

○ *Profit Not Eligible for Grant Reimbursement*

Both grants to SCCA were Used Oil *Nonprofit* Grants. Thus, profits or mark-up by the grantee are expressly ineligible for reimbursement, as made clear in the grant application instructions and the grant agreements. As indicated by its general ledger for the years 2001, 2002, 2003, 2004 and 2005, SCCA never incurred personnel expenses for David Vodden and Terry Taylor, yet it requested grant reimbursement for personnel costs at a rate substantially higher than what they were paid by Thunderhill Park. These were registered as profit in SCCA's general ledger. Therefore, SCCA is ineligible for grant reimbursement for such expenses.

If SCCA provided documentary evidence to substantiate its claim in the same fashion as every other grantee in the nonprofit program is required to do, CIWMB staff would have recommended accepting at least a portion of its alleged personnel costs. However, SCCA has been unable to produce any such documentation to prove it actually incurred these expenses. In the absence of the documented proof of the hours worked on the grant, the CIWMB as the guardian of public funds is obligated to seek recovery of \$38,745 for UNP4 and \$45,210 for UNP5.

○ *Inadequate Arms-Length Relationship*

As described above, the CIWMB auditor agreed with DOF's determinations regarding the questionable arms length relationship between SCCA and Thunderhill Park, its for-profit subsidiary. It appears it is commingling its employees and accounting in a fashion that could sacrifice its ongoing qualifications for 501(c)(4) tax-exempt status were its books to be audited by a taxing authority.

VI. CONCLUSION

Because SCCA failed to provide adequate supporting documentation to prove that certain activities and expenses were actually performed and incurred and because it was prohibited by the express terms of the grant agreements to register grant funds as profit, the Board should uphold the Executive Director's finding that SCCA must repay \$74,927.59 to the CIWMB for both the UNP4-00-3310 and UNP5-02-0013 grants.

SCCA Hearing Brief

Sports Car Club of America San Francisco Region

File:CIWMB 2.07 summary2

Over a six year period from 1998 to 2005 we received three CIWMB grants. After two years of audit procedures covering the last two grants, two issues totaling \$102,455 remain outstanding.

In a nutshell the two issues hang on a single point: when a non-profit grant recipient (SCCA) utilized a for-profit totally owned subsidiary (Thunderhill Raceway Park) to perform grant work, is that work reimbursable? In our case both a member of the Office of State Audits and Evaluations and subsequently a member of the audit group of CIWMB both stated that had our subsidiary simply invoiced SCCA and SCCA paid those invoices there would have been no issue. Not realizing that this subcontracting arrangement was necessary, SCCA made a procedural error.

Background

The San Francisco Region of the SCCA is a motor sport organization consisting of some 5000 members that put on a range of sports car and motor sport activities. The largest of these is an annual series of some 10 two or three day road racing events at three road racing venues: Laguna (Mazda Raceway), Sears Point (Infineon Raceway) and Thunderhill. These events attract some 250 to 350 competitors in 40 classes of racing cars from race ready production street cars (Miatas, Corvettes, etc.) to purpose built race cars (open wheeled formula cars, full bodied Le Mans type cars, etc.).

It takes some 120 trained workers to safely run such events and the costs for just one event can range from \$50,000 to over \$100,000. Given the number of attendees at these events including competitors, their crews, workers, and additional members and fans the numbers become quite impressive. The demographics of the thousands of people over the course of a season are also quite unique: they are all passionate motor sport fans, highly interested in cars and their workings.

The club has long realized, along with the rest of the motor sport community the desirability of spending promotional monies on this group. The above referenced naming of Sears Point by Infineon for the cost of \$2 million per year for fifteen years or the US Army sponsoring a NASCAR team are based on this belief that such naming rights or promotion produces results. In the past the club has found sponsors for individual races and in the nineties we were the recipients of a large series grant called the Tobacco Free Challenge. In 1998 we were approached to apply for a grant from CIWMB promoting the recycling of oil and oil filters. Here was an opportunity to use our large group with great alignment between racing cars and recycling motor oil. This seemed to be an ideal sponsorship opportunity for CIWMB and SCCA.

We developed a proposal that had sponsorship as it's focus but went much further to promote oil recycling. All competitors were required to wear patches on racing suits, decals had to be place on all cars, we staffed informational services at all events, all advertising included oil recycling references, we established oil and oil filter collection facilities, our club paper as well as the local press covered the program, we reached out to the local communities with educational efforts, and more.

This was a huge success. That first grant won a prestigious award at the California Resource Recovery Association convention in 2001. Our surveys showed significant advances in the awareness and positive understanding of the importance in oil recycling. Our grant managers and administrators were most happy with the program and its results. They went on to award two subsequent grants in 2000 and 2003. The total value of the three grants was \$600,000.

Furthermore our grant managers made no criticisms or adjustments in our accounting procedures over the six year life of these three grants. We made detailed reports of our progress and our billings were done in accordance with CIWMB procedures.

Audit

Early in 2005 we were advised that we would be audited regarding the second and third grants. In June of that year two auditors from the state audit group made two visits to our facilities at Thunderhill Raceway Park near Willows. The final audit was received in November 2005. In early December we had our first opportunity to discuss the audit in person with anyone from CIWMB.

Following this December meeting there began a three month effort of document production, detailed analysis, meetings, and voluminous emails which led to our submission responding to the three findings and the response from CIWMB of 5/16/06.

Audit Findings

Page 9 of the final audit lists three financial findings:

1. The auditors found no documented costs supporting the billings for naming rights or sponsorship totaling \$166,000for the two grants.
2. The auditors found no SCCA documentation for the labor costs for the two people responsible for carrying out the grant duties and administration in the amount of \$83,955.
3. Disallowed the cost of a \$12,500 trailer because the SCCA was also selling merchandise at this trailer in addition to the distribution of oil recycling material.
4. Total disallowed: \$262,455.

The 5/16/2006 CIWMB response to our objections was as follows:

1. The disallowance of the sponsorship billings was reversed in the amount of \$160,000 [discounting two events in the amount of \$6,000]
2. Took the position that, while there was documentation of labor cost for the two people carrying out the grant work, these two were Thunderhill employees and not employees of the SCCA, and therefore the labor costs could not be reimbursed by CIWMB under the grant terms.
3. Accepted that a clearly documented change order had authorized the combination of selling club and track hats and shirts along with the distribution of Oil Recycling patches, decals, and other CIWMB material at the kiosk, but disallowed reimbursement for the kiosk because ownership title was held by Thunderhill.
4. Total disallowed: \$102,455.

Again, it is our understanding that both the labor and the trailer costs would have been unquestioned if Thunderhill had billed SCCA and SCCA paid Thunderhill its wholly-owned subsidiary. Because the failure to make cash payments to Thunderhill for this labor and the kiosk cost reduced the Thunderhill net worth, and thus the value of a SCCA asset, there was no financial benefit to SCCA in failing to receive and pay invoices to Thunderhill for these purposes. As it is authorized to do under both corporate and income tax law, Thunderhill makes annual dividend payments to SCCA; if the labor and kiosk costs had been reimbursed to Thunderhill by SCCA, the available cash for such dividends would have been increased. Thus, it is unlikely that the cash positions of SCCA and Thunderhill would have been altered by a formal subcontracting relationship.

We have stated from the beginning that we were naïve in using our very simple bookkeeping system in the management of grant funds. It would have been helpful had someone advised us otherwise during the course of the grant, but we understand that the responsibility is ours, and we can accept that there should be some reduction in cost recovery. However, to deny all reimbursement for the labor and kiosk items would be a disproportionate penalty for a procedural mistake that did not reduce the true value CIWMB and the State of California enjoyed due to our efforts.

Amended Notice of Hearing

In the Matter of:)
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Sports Car Club of America,)
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Re: Appeal of Audit findings)
For Used Oil Non-Profit)
Grants UNP4-00-3310 and)
UNP5-02-0013)

TO THE APPELLANT, SPORTS CAR CLUB OF AMERICA:

California Environmental Protection Agency
Headquarters Building
1001 I Street,
Sacramento, CA 95814,
Byron Sher Auditorium (second floor),

1

1 concerning the appeal of the Executive Director's September
2 18, 2006 determination upholding audit findings that require
3 Sports Car Club of America to reimburse the CIWMB in the
4 amount of \$74,927.59 for money provided under the above-
5 captioned grants. This Notice supersedes the previous
6 Notice of Hearing for this matter.
7
8

9 DATED: 12/21/06

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I declare:

On December 21, 2006, I served the attached **NOTICE OF HEARING** in a postpaid, envelope, addressed to the party hereinafter named, at the place and address stated below, which is the last known address, and by depositing said envelope and contents in the United States Mail marked certified at Sacramento, California.

Addressee:

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on the 21st day of December, 2006, at Sacramento, California.

Yvette Cox
Yvette Cox
Declarant

Original Notice of Hearing

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1 concerning the appeal of the Executive Director's September
2 18, 2006 determination upholding audit findings that require
3 Sports Car Club of America to reimburse the CIWMB in the
4 amount of \$74,927.59 for money provided under the above-
5 captioned grants.
6

7
8 DATED: 11/28/06
9

10 Elliot W. Block
11 Elliot Block, Chief Counsel
12 CALIFORNIA INTEGRATED WASTE
13 MANAGEMENT BOARD
14 1001 I Street, 23rd Floor, MS-5
15 Sacramento, California 95814
16 Telephone: (916) 341-6060
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I declare:

On November 28, 2006, I served the attached **NOTICE OF HEARING** in a postpaid, envelope, addressed to the party hereinafter named, at the place and address stated below, which is the last known address, and by depositing said envelope and contents in the United States Mail marked certified at Sacramento, California.

Addressee:

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on the 28th day of November, 2006, at Sacramento, California.

Yvette Cox
Declarant

Stipulated Procedures for Hearing



LINDA S. ADAMS
SECRETARY FOR ENVIRONMENTAL
PROTECTION

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



ARNOLD SCHWARZENEGGER
GOVERNOR

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(916) 341-6035



March 9, 2007

Peter Nosler
Michael Smith
Sports Car Club of America
620 Hobart Street
Menlo Park, CA 94025

Re: Sports Car Club of America Appeal of Audit Findings to the California
Integrated Waste Management Board for Used Oil Non-Profit Grants UNP04-00-
3310 and UNP05-02-0013

Dear Sirs:

This letter sets forth the process that will be used for the above-entitled appeal as
stipulated to the parties.

Briefs/ written materials

As previously noticed, the hearing is set for April 17th at 1:30 P.M.. All briefs or
written arguments shall be submitted by March 30th. The parties will not be
submitting any rebuttal briefs in advance of the hearing

Administrative Record

The Administrative Record shall consist of the following documents in addition to
the written arguments that will be submitted:

Grant Agreements UNP4-00-3310 and UNP5-02-12 and attached Terms and
Conditions and Procedures and Requirements

Grant progress and final reports as filed by Sports Car Club of America

Department of Finance Draft Audit Report on Sports Car Club of America dated
9/16/05

Report from David Vodden of Thunderhill Raceway Park

California Integrated Waste Management Board Auditor Determination dated
5/16/06

California Department of Motor Vehicles Certificate of Title for Kiosk Trailer

Sports Car Club of America, San Francisco Region, General Ledger dated 12/31/03

Sports Car Club of America, San Francisco Region, General Ledger dated 12/31/05

Used Oil Nonprofit Grant Fifth Cycle, FY 2002/2003 Grant Application Instructions

June 9, 2006 letter of Peter Nosler

Sports Car Club of America Appeal of Grant Audit Findings to Executive Director Mark Leary, dated 7/7/06

California Integrated Waste Management Board Staff response to appeal dated 7/21/06

Executive Director Determination, dated 9/18/06

Sports Car Club of America Appeal of Grant Audit Findings to the California Integrated Waste Management Board, dated 10/16/06

Final report for grant UNP4-00-3310

Final report for grant UNP5-02-12

SCCA proposal for UNP4

SCCA proposal for UNP5

Hearing process

The audit appeal is an informal process. The hearing will be conducted by the Chair of the Board, with assistance, as needed, from the Board's Chief Counsel. Witnesses will testify under oath. There will no cross-examination of witnesses. Board members may ask questions of any party or witness or Board staff at any time.

Order of Presentations

- Staff presentation: Staff will present to the Board a summary of its written arguments, including witnesses, on the audit appeal matter. Staff will respond to questions from Board members. (30 minutes -exclusive of time devoted to responding to questions from Board members).
- Presentation by Appellant, SCCA: Appellant may make an oral presentation to the Board and may call witnesses to provide relevant testimony on the matter. (30 minutes - exclusive of time devoted to responding to questions from Board members).

Peter Nosler
March 9, 2007
Page 3

- Rebuttal by staff, followed by rebuttal by SCCA: Each Party will have an opportunity for rebuttal, not exceeding thirty (30) minutes, exclusive of time devoted to responding to questions from Board members.
- Closing comments and questions by Board members.

Public Comment: As this will be a public hearing, public comment will be allowed after the parties' presentations. However, the Chair may limit the number of speakers and the time each may speak. Comments from speakers, unless called as witnesses, will not be considered as evidence.

Deliberation and Decision by Board. Following the presentation of testimony and public testimony, the Chair will close the public hearing and the Board will consider in closed session and decide the audit appeal. Once the Board has completed its deliberations, it may reconvene in open session to announce its decision. The Board will issue its written decision within 30 days.

If you have any questions, or need additional information, please feel free to contact me at (916) 341-6080.

Sincerely,



Elliot Block
Chief Counsel

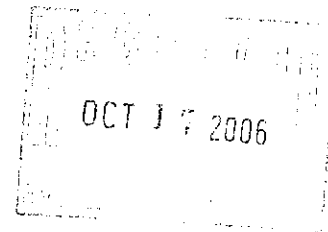
cc: Harilee Branch, CIWMB
Peter Whitman, SCCA

Sports Car Club of
America Appeal of
Grant Audit Findings
to the California
Integrated Waste
Management Board,
dated October 16,
2006



October 16, 2006

California Integrated Waste Management Board
P.O. Box 4025
Sacramento, CA 95812-4025



Attention: Mark Leary, Executive Director

Subject: Election to Appeal

Dear Mr. Leary:

Upon careful consideration of your rejection of our appeal of CIWMB's 7/21/2006 findings we have decided to appeal your decision to the full Board.

The position of SCCA remains as stated in our July 7, 2006 letter to you. The single substantive issue now in contention, as set forth in your July 21, 2006 letter and your September 18, 2006 rejection of our appeal, is that SCCA should not receive grant payments for the used oil recycling education program which it successfully carried out, in accordance with the plan of work and the budget in each of its grants, because SCCA utilized its wholly-owned subsidiary to pay the personnel costs and the advertising kiosk purchase price involved in the grants. It appears that the simple act by SCCA of making payments to its own subsidiary in reimbursement for those costs would have been sufficient to eliminate the problem on which the audit focuses.

We believe that this approach is unfair: SCCA fully performed all of the services and programs called for in the grants, and CIWMB received all that it was promised – but SCCA will not be paid. You indicate that SCCA should have been aware of the rules and regulations to be followed in connection with the grants, and we have agreed – SCCA has been candid in stating that it now recognizes it did not fully follow the prescribed grant procedures. But that is not the point.

Our appeal is not based, as you state, on a claim that the accounting records rules are irrelevant – only that the rules should not be applied without taking into account the full picture. Your letter indicates these rules are included with the grant agreements

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because CIWMB "wants them to be followed." We respectfully propose that, instead, the rules are included in order to allow the state to determine retrospectively that the activities promised by the grant application were actually carried out. The audit has, in fact, determined that this is the case – but that SCCA utilized its subsidiary to perform some of the grant activities. In this situation, it would indeed elevate form over substance to deny funding for this reason.

In our appeal to the entire CIWMB we will rely on materials that are either of your origination or ones that we have transmitted to you. In particular we will rely on the following documents:

1. All three grant applications, awards, contracts and attachments.
2. Grant progress and final reports as filed by SCCA.
3. Initial audit report and final audit report.
4. CIWMB Staff Response to Appeal dated July 21, 2006
5. September 18, 2006 letter of Mark Leary, rejecting initial appeal.
6. June 9, 2006 letter of Peter Nosler.
7. July 7, 2006 letter of Peter Nosler
- 8.

Sincerely,



Peter Nosler
Assistant Regional Executive
San Francisco Region
Sports Car Club of America

CC: Helen Carriker, Financial Assistance Branch Manager, CIWMB
Roger Ikemoto, Grants Administration and Audits Units Supervisor, CIWMB
Julie Arico, Accounting Office Supervisor, CIWMB
Bonnie Cornwall, Grants and Certifications Section I Supervisor, CIWMB
Marlena Wells-Murphy, Auditor, CIWMB

File: CWIMB 10.16.06 appeal letter

Executive Director
Determination, dated
September 18, 2006



LINDA S. ADAMS
SECRETARY FOR
ENVIRONMENTAL PROTECTION



ARNOLD SCHWARZENEGGER
GOVERNOR

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

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PWIGGINS@CIWMB.CA.GOV
(916) 341-6010



September 18, 2006

Peter Nosler
Assistant Regional Executive
San Francisco Region
Sports Car Club of America
620 Hobart Street
Menlo Park, CA 94025

Re: Appeal of Audit findings for Used Oil Non-Profit Grants UNP4-00-3310 and UNP5-02-0013

Dear Mr. Nosler:

I am writing to formally notify the Sports Car Club of America (SCCA) that I am rejecting its appeal of the California Integrated Waste Management Board (CIWMB) staff's audit and thus am upholding the findings that require the SCCA to reimburse the CIWMB in the amount of \$74,927.59 for money provided under the above-captioned grants. In addition, pursuant to a delegation from the Board Members of the CIWMB, I am also rejecting the apparent offer to settle this matter for \$30,000 that was contained in your appeal.

After reviewing the documents related to this matter, I find that there is substantial evidence in the record to support the audit decision the Department of Finance and the CIWMB's audit staff. The staff went to significant lengths to document all that occurred during this grant, and went out of their way to allow SCCA to provide additional documentation and explanation of its expenditures. In the process, the original amount of potential reimbursement was significantly reduced. In response, your appeal essentially asserts that the audit is elevating form over substance and simply goes on to assert that the CIWMB benefited from how the grant money was expended and therefore none of the issues raised really matter. SCCA submitted no additional evidence to contradict the findings of the audit.

Contrary to your assertion, the issues raised in the audit are significant and can not be brushed aside and SCCA's appeal does not adequately address these issues. SCCA signed an agreement to receive these grant funds containing specific

provisions and was put on notice in advance of the required manner in which the grant was to be carried out and the documentation to be maintained. The CIWMB includes terms and conditions in its grant agreements for a very specific reason, it wants them to be followed. Whatever the reason that SCCA could not comply with the grant agreement, asserting that those requirements are irrelevant is not a persuasive argument.

As previously noted, based upon my upholding the audit Determination the SCCA may:

- Accept the decision and remit the amount found owing postmarked within thirty (30) days of receipt of the decision; or
- Notify the Executive Director by letter postmarked within thirty (30) days of receipt of the decision that SCCA elects to appeal the decision to the full Board.

If SCCA appeals this decision, the appeal should state the basis for the appeal and include any relevant information it wants the Board Members to consider (SCCA does not have to send duplicates of material already submitted, but should indicate which of those materials it wants considered). If filed, the appeal would be heard before our full Board during one of its public meetings (details of the actual hearing would be forwarded should SCCA decide to appeal). Upon receipt of an appeal, the matter will be set for a hearing as soon as practical.

If the CIWMB does not receive a response within the required time frame from SCCA with either payment or an appeal request, our agency will take any and all necessary action, including legal proceedings, to collect the \$74,927.59 owed to the CIWMB as described in the original Determination.

Sincerely,

Mark Leary
Executive Director

cc: Michael Smith, Regional Executive
Peter Whitman, Dorsey & Whitney LLP


California Integrated
Waste Management
Board Staff response
to appeal dated
July 21, 2006

MEMORANDUM

To: Mark Leary, Executive Director

Date: July 21, 2006

From:



Hanlee Branch, Staff Counsel

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

Subject: **BOARD STAFF RESPONSE TO USED OIL NON-PROFIT GRANT AUDIT
APPEAL BY SPORTS CAR CLUB OF AMERICA, SAN FRANCISCO REGION
(UNP4-00-3310 AND UNP5-02-0013)**

Attached is Board staff's response to the Used Oil Non-Profit Grant audit appeal by Sports Car Club of America, San Francisco Region ("SCCA"). Consistent with the Board's grant audit appeal process, this staff response and final recommendation is submitted in a timely manner, within 15 days of SCCA's July 7, 2006 request for appeal. SCCA will have 15 days from the date of this final recommendation to submit a rebuttal.

**CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD STAFF
RESPONSE TO SAN FRANCISCO REGION SPORTS CAR CLUB OF
AMERICA (SCCA) APPEAL OF THE MAY 16, 2006, FINAL AUDIT
DETERMINATION**

SCCA Used Oil Non-Profit Grants UNP4-00-3310 and UNP5-02-0013

I. INTRODUCTION

California Integrated Waste Management Board ("CIWMB") staff respectfully requests that the Executive Director reject the Used Oil Audit Appeal submitted by the Sports Car Club of America, San Francisco Region ("SCCA") dated July 7, 2006. The CIWMB auditor was justified in finding that \$74,927.59 was ineligible for grant reimbursement either due to a lack of supporting documentation or use of grant funds as profit. CIWMB staff therefore requests that the Executive Director uphold the CIWMB auditor's requirement that SCCA repay the aforementioned sum to the CIWMB.

From a general standpoint, the arguments made by SCCA in its appeal focus on an alleged "elevation of form over substance" by the CIWMB in its final audit determination in which SCCA is penalized for mere bookkeeping technicalities. CIWMB staff believes these arguments lack merit for two reasons. First, because the Used Oil Non-Profit Grant application package and agreements clearly inform SCCA that a) profits or mark-ups by a grantee are *ineligible for grant reimbursement*; and b) requests for grant reimbursements must be supported by *adequate documentation*. Second, both SCCA and its for-profit subsidiary San Francisco Regional Properties (dba Thunderhill Raceway Park) are established and presumably financially sophisticated entities that should have been aware based on both the notice provided in the CIWMB's grant materials and the requirements of 501(c) of the Internal Revenue Code that both an arms-length relationship and financial safeguards between for-profit and non-profit affiliates are not a mere bookkeeping technicality but a necessity in ensuring the proper expenditure of public funds and the retention of tax-exempt status under federal law. Furthermore, the CEO of Thunderhill Raceway Park ("Thunderhill") went as far as publicly trumpeting a windfall profit for SCCA based on its questionable accounting practices.

II. BACKGROUND

The CIWMB awarded two grants to SCCA, a 501(c)(4) non-profit and tax exempt entity, to participate in the Used Oil Non-Profit Grant Program. The grants were in the respective amounts of \$199,860, covering the period November 1, 2000 through April 30, 2003 (UNP4-00-3310); and \$275,777, covering the period May 1, 2003 through April 30, 2005 (UNP5-02-0013), to promote recycling and use of remanufactured oils in the "Race to Recycle Oil Racing Series" at various race facilities throughout California (Exhibit A). The grants were funded through the Used Oil Recycling Fund.

The California Department of Finance ("DOF") performed an audit of both grants (Exhibit B) pursuant to an interagency agreement with the CIWMB after a concerned member of the public reported an apparent misuse of grant funds. This misuse was discussed by SCCA representatives in a public forum and posted on SCCA's website, in which the expenditure of funds by Thunderhill for a grant-associated purchase resulted in

“excess funding” from the grant being “banked” by the SCCA “even though Thunderhill” expended the funds for the purchase (Exhibit C). The objective of the audit was to determine SCCA’s fiscal compliance with the aforementioned grants. The audit also assessed SCCA’s compliance with applicable laws, regulations, and grant agreement requirements, as well as a review of internal controls. The responsibility for financial reporting and compliance rests with SCCA pursuant to both grant agreements. The DOF’s final audit report reflected ineligible costs totaling \$105,245 and \$157,210 for UNP4 and UNP5 respectively that were paid by the CIWMB to SCCA.

SCCA disputed the DOF draft audit findings. In an effort to resolve the dispute, the CIWMB staff held meetings with SCCA’s executive officers, made a site visit to Thunderhill, interviewed SCCA’s executive staff, and granted SCCA five requests for extensions for the purpose of submitting supporting documentation for their claims. CIWMB staff also investigated the DOF audit findings and diligently worked directly with SCCA collecting and analyzing volumes of data and additional supporting documents submitted by SCCA to dispute the DOF audit report. CIWMB staff accommodated SCCA’s requests for additional time to locate and submit supporting documentation to such an extent that the audit resolution process extended to more than eight months and consumed the full attention of one of the CIWMB’s most experienced auditors.

Ultimately, the CIWMB’s auditor conducted an independent evaluation of the DOF audit. Based on an in-depth, comprehensive review and evaluation of the DOF audit procedures, working papers, and information provided by SCCA, the CIWMB auditor prepared a final audit determination decision letter dated May 16, 2006 (Exhibit D). That determination concluded that DOF’s final audit finding of \$105,245 for UNP4 should be reduced to \$51,245; and \$157,210 for UNP5 should be reduced to \$51,245 less a 10% unpaid withhold retained by the CIWMB (invoiced to SCCA for \$23,682.59). Both grants were separately invoiced to SCCA for a combined adjusted total amount of **\$74,927.59** (\$51,245 + \$23,682.59).

The DOF audit identified reportable internal control and compliance issues requiring corrective action as listed below. Generally, these issues center on either a failure to provide supporting documentation or the use of non-profit grant funds as profit through a lack of fiscal separation between the non-profit SCCA and its profit-making subsidiary, Thunderhill.

The following is a review of the audit findings:

Finding 1 Inadequate Fiscal Controls and Questioned Costs

The SCCA’s general ledger did not reflect \$105,245 and \$157,210 for UNP4 and UNP5 respectively, as reimbursed by the CIWMB. The DOF disallowed these costs. The CIWMB auditor’s review found the following:

- **Kiosk**

The DOF audit reported that a \$12,500 Kiosk (trailer) charged to UNP4 was used to sell the merchandise of SCCA's profit-making subsidiary, Thunderhill. The CIWMB auditor's analysis disclosed that the Kiosk was approved for purchase by the CIWMB's program manager on April 10, 2003 (20 days prior to the grant termination date of April 30, 2003). However, the Kiosk was purchased by and used by Thunderhill. Furthermore, the DMV Certificate of Title reveals that the legal registered owner of the Kiosk is Thunderhill (Exhibit E), not SCCA as the non-profit corporation. Additionally, SCCA's general ledger recorded the CIWMB's grant reimbursement for the purchase of this Kiosk as a *profit* (Exhibit F) and did not incur any offsetting cost.

Although the CIWMB did obtain some benefit from this Kiosk (The CIWMB's name and the "Race to Recycle" logo appeared on the sides of the Kiosk), the benefit was more in the nature of publicity under the "Sponsorship" category than being the result of these items appearing on the Kiosk.

- **Personnel**

The DOF audit reported the SCCA was unable to provide documentation (cleared checks, payroll register, and timesheets) to support claimed personnel costs reimbursed by the CIWMB at \$38,745 for UNP4 and \$45,210 for UNP5.

The SCCA submitted data supporting the hourly rates paid to David Vodden and Terry Taylor for the period of 2003 through 2005 which were substantially lower than the amounts charged to the grant. SCCA claimed that both Mr. Vodden and Ms. Taylor worked at the agreed upon contractual rates for both the UNP4 and UNP5 grants. The CIWMB auditor's analysis of the information provided by the SCCA disclosed the majority of the work performed on these grants was done by Mr. Vodden and Ms. Taylor. It was further disclosed that these individuals were employees of SCCA's profit-making subsidiary, Thunderhill. Both individuals were already paid salaries for their services by Thunderhill. Although the CIWMB reimbursed the SCCA for Mr. Vodden and Ms. Taylor's salaries, SCCA did not use the grant payments to reimburse or offset Thunderhill's salary expenses and the grant payments were posted as a profit in SCCA's general ledger (Exhibit G, Pages 1-5). Consequently, based on the SCCA's accounting records, the CIWMB cannot reimburse SCCA for costs they did not incur. In addition, SCCA was unable to produce any documentation supporting the number of hours worked on grant activities by these individuals. Therefore, the CIWMB auditor's final audit determination agreed with the DOF audit findings that the SCCA must reimburse the CIWMB \$38,745 and \$45,210 for UNP4 and UNP5 respectively, totaling \$83,955.

- **Sponsorship**

According to the DOF final audit report, SCCA was unable to provide documentation (eg. vendor invoices and cleared checks) to support claimed sponsorship fees totaling \$54,000 and \$112,000. SCCA misclassified \$68,000 of sponsorship fees under the

Personnel category. The CIWMB appropriately reclassified these expenses under sponsorship for UNP4 and UNP5 respectively. The CIWMB auditor's investigation and analysis of the documents submitted to the CIWMB by SCCA is as follows:

UNP4-00-3310

The CIWMB auditor's analysis disclosed that:

- (a) The CIWMB was satisfied with the SCCA's naming rights program and the many publicity opportunities for used oil recycling built into the plan; and
- (b) The CIWMB concurred with the SCCA's assertion that it made the necessary expenditures to provide the promised value of sponsorship rights.

As a result, for the UNP4-00-3310 questioned sponsorship cost of \$54,000, the CIWMB auditor disagreed with the DOF audit and determined the costs to be eligible for grant participation.

UNP5-02-0013

The UNP5 grant budget was increased to cover the sponsorship fee cost of holding events and gaining exposure for used oil recycling in the Southern California regions at three racetracks: Buttonwillow Raceway near Bakersfield; Willow Springs International Raceway near Los Angeles; and California Speedway near Riverside.

The CIWMB's auditor concluded that there was sufficient support for 53 event days. However, SCCA did not provide documentation or evidence demonstrating that the two events listed below occurred:

Pay Request 3	Laguna Seca	Vintage Race	Oct 22-24, 2004	1-Day	\$2,000.00
Pay Request 3	Buttonwillow	CA Club Reg.	Oct 22-24, 2004	2-Days	<u>\$4,000.00</u>
					\$6,000.00

Based on the documents submitted to the CIWMB and a review of the DOF working papers, the CIWMB determined that \$106,000 in expenditures were eligible for reimbursement and \$6,000 was ineligible for the UNP5-02-0013 grant participation due to a lack of supporting documentation.

Sponsorship – UNP4	\$54,000.00
Sponsorship – UNP5	<u>\$112,000.00</u>
Subtotal	\$166,000.00
Less: Ineligible Sponsorship – UNP5	<u>\$6,000.00</u>
Total Eligible Costs	<u>\$160,000.00</u>

The SCCA concurred with the CIWMB auditor's findings for sponsorship (See SCCA Appeal Letter, p. 1).

Finding 2 Inadequate Separation of Duties

The DOF audit report disclosed that David Vodden performed a number of duties that lacked separation between SCCA, as a non-profit corporation, and Thunderhill, as a profit-making subsidiary. Additionally, the DOF questioned whether there is an adequate "arms-length" relationship with respect to transactions related to the grants. The CIWMB's auditor agreed with this finding and cautioned the SCCA that SCCA did not maintain an adequate arms-length relationship between their for-profit and non-profit entities. Maintaining an arms-length relationship is a federal government requirement for 501(c) tax status as a non-profit corporation.

The DOF's final audit report further noted that the SCCA's payment of a commission to David Vodden constituted 10 percent of each grant reimbursement check, less the amounts invoiced from vendors. These commission amounts were not claimed in the grant payment requests submitted to the CIWMB. However, it was noted in DOF's final audit report that Mr. Vodden was already paid this commission through his consulting firm, D. B. Vodden Enterprises (Exhibit G, Pages 1-5).

III. CIWMB STAFF REBUTTAL TO SCCA'S APPEAL

- **Kiosk**

In its appeal, SCCA asserts that the CIWMB previously approved the simultaneous use of the Kiosk for grant functions and for selling of grantee merchandise. SCCA may also argue that the CIWMB stipulated that the "1-800 Cleanup" number and website address www.cleanup.org as well as the "Race to Recycle" flag/banner should appear on the Kiosk and that SCCA complied with these stipulations.

- *Profit Ineligible for Grant Reimbursement*

SCCA's arguments fail to adequately address the fact that Thunderhill, a for-profit entity, paid for the Kiosk out of its own funds while SCCA, the separate non-profit entity, claimed reimbursement for the expenditure and registered the grant payment as profit in its ledger. The CIWMB specifically states in its Used Oil Non-Profit Grant application instructions as well as the actual grant agreements that "[p]rofit or mark-up by the grantee" is considered ineligible for grant funding (Exhibit H, p. 2; Exhibit A, "Procedures and Requirements," p. 2).

The CIWMB's program manager rightfully assumed that SCCA, as the non-profit grantee, would take title of the Kiosk. When SCCA allowed the Kiosk to be purchased and registered by Thunderhill (Exhibit E), it did not give consideration to the fact that Thunderhill is a for-profit entity and the implications this would cause with respect to the Internal Revenue Code requirements for 501(c) tax-exempt status if SCCA wanted the non-profit grant to pay for the Kiosk. Non-profit exemption requirements are very clear regarding the distribution of assets for 501(c) entities. The code specifies that in order to be tax-exempt, an organization such as SCCA must permanently dedicate assets to an

exempt purpose. This means that the DMV Certificate of Title for the Kiosk needed to be in the name of SCCA. However, the legal title for the Kiosk was registered and still is in the name of Thunderhill. Since Thunderhill is holding the title to the asset, the non-profit grant simply cannot pay for the purchase of the Kiosk. As mentioned above, this type of ineligible cost is clearly identified in the grant application instructions and the grant agreements (Exhibits A and H). Hence, the CIWMB auditor's final determination agreed with the DOF audit finding that \$12,500 is ineligible for grant participation. Additionally, the CIWMB gave consideration for the program manager's stipulations under the category of Sponsorship.

- **Personnel**

The SCCA asserts in its appeal that there are records to support two individuals principally responsible for implementing the grants, David Vodden and Terry Taylor, being paid for doing the work covered in the approved work plans. SCCA alleges that CIWMB staff has indicated the problem would have been avoided by having Thunderhill bill SCCA for the services, thus creating a specific SCCA payment for the personnel costs. However, according to SCCA, the CIWMB never advised them to do so during the course of their three grants.

SCCA also raises a *quantum meruit* legal argument based on the benefit provided to the state from SCCA's efforts pursuant to the grant. SCCA alleges that it would be improper for the CIWMB to receive a benefit and deny payment.

Finally, SCCA asserts that the payroll expenditures incurred by Thunderhill reduced the value of SCCA's ownership of that entity and thus claims it is "economically irrelevant" whether a non-profit parent or its for-profit subsidiary bears the immediate cost of carrying out grant activities.

- *Responsibility for Financial Reporting and Compliance*

In its arguments, SCCA overlooks the fact that both the grant application instructions and the grant agreements themselves put SCCA on full notice regarding proper financial reporting and compliance. After giving SCCA legal notice as to its responsibilities in the grant agreements, the CIWMB had no responsibility to give SCCA financial advice on how to properly and legally manage its funds.

The grant agreements outline extensive requirements for financial reporting and documentation to support the payment of grant funds (Exhibit A, "Procedures and Requirements"):

- The grant procedures and requirements clearly state that any costs that are not consistent with local, state, and federal guidelines, regulations, and laws are ineligible.

- Under Section 3, Supporting Documentation, the grantee was required to submit documentation for all expenditures claimed on the payment request. The types of acceptable documentation include the "Personnel Expenditure Summary Form," where the grantee should document personnel expenditures based on actual time spent on grant related activities.
- The Audits Section for the Procedures and Requirements as well as the Terms and Conditions of the Used Oil Nonprofit grant explicitly stated that the CIWMB has the right to review and to copy any records and supporting documentation pertaining to the performance of the grant agreements.
- The grantee was required to maintain records for possible audit for a minimum of three (3) years after final payment. Examples of audit documentation include but are not limited to expenditure ledger, payroll register entries, time sheets, personnel expenditure summary forms, travel expense logs, and paid warrants. . .
- The grantee was required to maintain organized and accurate records that follow generally accepted accounting principles and leave an audit trail.

CIWMB staff interprets these requirements as placing the full responsibility for financial reporting and compliance with SCCA. Therefore, given that SCCA was on full notice in the grant agreements, it is specious to argue that the CIWMB should have advised SCCA on proper accounting procedures.

o *Profit Not Eligible for Grant Reimbursement*

Both grants to SCCA were Used Oil *Nonprofit* Grants. Thus, profits or mark-up by the grantee are ineligible for reimbursement, as made clear in the grant application instructions and the grant agreements (Exhibits A and H). As indicated by its general ledger for the years 2001, 2002, 2003, 2004 and 2005 (Exhibits F and G), SCCA never incurred personnel expenses for David Vodden and Terry Taylor, yet it requested grant reimbursement for personnel costs at a rate substantially higher than what they were paid by Thunderhill. These were registered as profit in SCCA's general ledger. Therefore, SCCA is ineligible for grant reimbursement for such expenses.

If SCCA can provide documentary evidence to substantiate their claim in the same fashion as every other grantee in the nonprofit program is required to do, CIWMB staff would recommend accepting at least a portion of their alleged personnel costs. However, SCCA has been unable to produce any such documentation. In the absence of the documented proof of the hours worked on the grant, the CIWMB as the guardian of public funds is obligated to seek recovery of the DOF audit findings in the amount of \$38,745 for UNP4 and \$45,210 for UNP5.

- *Inadequate Arms-Length Relationship*

As described above, the CIWMB auditor agreed with DOF's determinations regarding the questionable arms length relationship between SCCA and Thunderhill, its subsidiary. It appears it is commingling its employees and accounting in a fashion that could sacrifice its ongoing qualifications for 501(c)(4) tax-exempt status were its books to be audited by a taxing authority.

- *Quantum Meruit Inapplicable*

SCCA's *quantum meruit* argument is misplaced, since it is a theory that relies upon the absence of an express contract or the existence of an invalid, unenforceable contract. In this case, both grants were made pursuant to valid, enforceable, express contracts between SCCA and the CIWMB. As discussed at length above, the terms of those contracts made clear that profit and undocumented expenditures were *not reimbursable*. This case is more appropriately viewed as a straightforward contract breach and remedies situation than one in which *quantum meruit* is applicable. SCCA was in conflict with the grant terms and conditions and forfeiture of grant funds is an express remedy in the grant agreements (Exhibit A).

IV. CONCLUSION

Because SCCA failed to submit adequate supporting documentation and was ineligible to register grant funds as profit, the CIWMB's Executive Director should uphold the CIWMB auditor's final determination dated May 16, 2006 and require that SCCA repay \$74,927.59 to the CIWMB for both the UNP4-00-3310 and UNP5-02-0013 grants.

LIST OF EXHIBITS

<u>Exhibit</u>	<u>Doc #</u>	<u>Exhibits can be found at document # indicated</u> <u>Description</u>
A	20 & 25	Grant Agreements UNP4-00-3310 and UNP5-02-13 and attached Terms and Conditions and Procedures and Requirements
B	16	Department of Finance Draft Audit Report on SCCA dated 09/16/05
C	12	Report from David Vodden of Thunderhill Raceway Park
D	11	California Integrated Waste Management Board auditor determination dated May 16, 2006
E	13	California Department of Motor Vehicles Certificate of Title for Kiosk Trailer
F	14	Sports Car Club of America, San Francisco Region ("SCCA") General Ledger dated 12/31/03
G	15	SCCA General Ledger dated 12/31/05
H	22	Used Oil Nonprofit Grant Fifth Cycle FY 2002/2003 Grant Application Instructions

Sports Car Club of
America Appeal of
Grant Audit Findings
to Executive Director
Mark Leary, dated
July 7, 2006

July 7, 2006

California Integrated Waste Management Board
P.O. Box 4025
Sacramento, CA 95812-4025

Attention: Mark Leary, Executive Director

Subject: Appeal of Grant Audit Findings

Dear Mr. Leary:

Request for Appeal

In accordance with the provisions of the letter of June 20, 2006 from Tom Estes we hereby appeal the CIWMB's decision not to fund certain expenses submitted in accordance with two grants: UNP 4-00-3310 and UNP5-02-13.

Background

The audit report on these two grants that we received in June of 2005 summarized their findings in three categories:

1. All payments for naming rights are disallowed in the amount of \$180,000.
2. Grantee could not produce canceled checks for administrative labor in the amount of \$83,955.
3. A sales kiosk was also used to sell grantee merchandise and the kiosk cost was disallowed in the amount of \$12,500.

From that time forward we have met with CIWMB representatives, written numerous letters, produced detailed analyses, and delivered hundreds of pages of documents to your offices doing our utmost to answer your questions. The results of these efforts are as follows:

1. CIWMB has agreed that we are in fact due naming rights as billed – except for the disallowance of \$6000 of billings, which we accept.
2. CIWMB agrees that there are proper records supporting the fact that the two individuals principally responsible for implementing the grants, David Vodden and Terry Taylor, were in fact paid for doing the work covered in our approved work plans.
3. CIWMB agrees that the simultaneous use of the kiosk for grant functions and for the selling of grantee merchandise was previously approved and was proper.

We believe all records of the San Francisco Region, Sports Car Club of America ("SFR") utilized in reaching the stated current positions are in the offices of CIWMB. However, should specific questions arise we remain ready to provide additional source material.

Current Issues

The current position of CIWMB is that the costs of labor (\$83,955) and the purchase of the kiosk (\$12,500) that were paid for by San Francisco Region Properties, Inc. ("Thunder Hill"), a wholly owned for profit subsidiary of the SFR should be disallowed as grant expenditures.

This conclusion seems to SFR to represent the elevation of form over substance in a very unrealistic manner. CIWMB staff have indicated that the problem would have been avoided by having Thunder Hill bill for these services to SFR, thus creating a specific SFR payment for the personnel costs. This spotlights a bookkeeping approach that we are certainly willing to acknowledge we should have followed (although we were never advised to do so during the course of our three grants), but to conclude that the lack of such procedure means that grant funds were improperly utilized (or not utilized) does not follow.

The fact that a grantee uses a wholly-owned subsidiary to carry out, in part or in whole, the fulfillment of grant obligations does not in any way reduce the benefit of the grant received by the people of California, and it does not constitute a diversion of the grant funds; nor did SFR unfairly "profit" by this procedure. The payroll expenditures incurred by Thunder Hill reduced the value of SFR's ownership of Thunder Hill; if Thunder Hill had invoiced SFR and been paid for the services, then the Thunder Hill value would be greater but the cash assets of SFR would be less. It is thus economically irrelevant whether a non-profit parent or its for-profit subsidiary bears the immediate cost of carrying out grant activities.

There is nothing illegal about such use of a for-profit subsidiary. There are numerous examples of this approach, particularly in the health care field. SFR's utilization of Thunder Hill personnel to carry out the grant program is not a valid basis for disallowing these expenditures.

Legal Responsibility to Pay

Under California law, a person who receives benefit from the rendering of requested services by another party has an obligation to pay the reasonable value for such services. Recovery on this *quantum meruit* basis is appropriate even if there is an invalid or unenforceable express contract between the parties. See B. Witkin Summary of California Law 10th Edition, Vol 1, Contracts, Section 1036 at page 1127.

The *quantum meruit* principle applies perfectly to our situation. CIWMB received all of the services which it requested pursuant to the grant contracts. If payment to SFR

pursuant to those contracts is not appropriate, for the reasons presented in the audit report, the legal obligation to compensate SFR for the reasonable value of the services provided nonetheless remains. It is neither fair nor legal for CIWMB to attempt to avoid this legal obligation.

Revised Billings

It continues to be in our best interest to resolve this dispute without expending further funds and hours of volunteer work. However, if we can not reach an equitable resolution we are fully prepared to engage further legal and other assistance to appeal our case to the full board.

In reviewing the correspondence and questions from CIWMB during the course of this audit, we realize that one concern evidenced by you has been the bonus provisions applicable to David Vodden. Mr. Vodden is paid a bonus for obtaining additional sources of revenue, and in this particular situation received bonus compensation of \$30,000 with respect to his successful efforts to obtain the CIWMB grants. While this bonus was not paid with grant funds, we are nonetheless prepared to reduce our billings for reimbursement under the grants by this \$30,000 in order to reach a satisfactory resolution of the audit with you.

Summary

In closing we again must remind you that we did a truly outstanding job over the six years covered by three grants from CIWMB. We received a statewide award for our efforts, were constantly praised by your managers, and exceeded every goal of each of the three grants. We brought to bear a volunteer work force of over 1000 folks that promoted recycling and reuse far beyond the laudatory but modest objectives of the grants. Because of all that hard work by so many people, it would be tragic to have to tell them we are not being fairly paid for what we accomplished.

Sincerely,

Peter Nosler
Assistant Regional Executive
San Francisco Region
Sports Car Club of America

CC: Helen Carriker, Financial Assistance Branch Manager, CIWMB
Roger Ikemoto, Grants Administration and Audits Units Supervisor, CIWMB
Julie Arico, Accounting Office Supervisor, CIWMB
Bonnie Cornwall, Grants and Certifications Section I Supervisor, CIWMB
Marlena Wells-Murphy, Auditor, CIWMB

Letter from Peter
Nosler, dated
June 9, 2006

June 9, 2006

California Integrated Waste Management Board
P. O. Box 4025
Sacramento, CA 95812-4025

Subject: Used Oil Non-Profit Grants (UNP4-00-3310 and UNP5-02-0013)
Final Audit Determination

Attention: Tom Estes, Deputy Director
Administration and Finance Division

Dear Mr. Estes

We are delighted to learn that the CIWMB has arrived at the conclusion that the San Francisco Region of the SCCA does, in fact, deserve to be paid for naming rights as covered in the two subject grants.

However, we take very serious issue with the conclusions you have reached in the matter of the cost of the Kiosk and the matter of labor compensation. The issue is basically the same for both expenses: the costs were incurred and paid for by Thunderhill Raceway Park, a subsidiary owned entirely by SFR. No one has taken issue with the fact that the Kiosk was purchased as pre approved by CIWMB and the monies expended and its purpose fulfilled. Similarly no one challenges that David Vodden and Terry Taylor, employees of Thunderhill did in fact do the work called for in the grant and that they were paid. The issue on which the matters rest is that SFR did not write the checks, rather Thunderhill did.

The original auditors as well as another member of your team have stated to us that if Thunderhill had just invoiced SFR and SFR had paid those invoices we could properly be paid the amounts we have invoiced. Those same folks understand that as Thunderhill is entirely owned by SFR we have every right to set the amount of dividends that must flow to SFR. This simple exchange of paperwork that produces the exact same financial outcome would eliminate the problem. There is no question that the work was done and the Kiosk did what CIWMB contracted for. However, under the proposed audit results, CIWMB would benefit from tens of thousands of dollars of contracted work and in the end pay nothing – which would amount to a donation by the non-profit SFR to the state.

Grant work was performed by Thunderhill personnel in the first grant and the employment of Vodden and Taylor was disclosed in our grant applications.

Furthermore CIWMB grant managers knew of this connection. Not unlike the naming rights issue we believe that we had repeated prior written approval of and encouragement for the grant work being performed by Vodden and Taylor.

We truly made errors in this program. We should have more fully understood the workings of the grant so as to have completely avoided this procedural mistake. Had we not exceeded your expectations of what the two grants were meant to accomplish we would not be so adamant about recovering what we so strongly feel is fairly due us. Yet we did error and there must be a willingness on our part to compromise our position to some extent.

Just as you reviewed our contract and the conditions of our performance, unusual though it might have been, and you saw the obligation to pay for the naming rights I urge you to consider movement on the Kiosk and labor issues. We are prepared to compromise but can not accept zero for something that is so blatantly unfair.

We also want to point out several areas in your letter that do not reflect the reality of the situation.

1. In both the Kiosk section and the Personnel section of your letter you state the grant funds were "posted as profit" or "recorded...as profit" in our general ledger. Our general ledger records two classes of cash movement: income and expenses. Throughout our relationship with CIWMB, grant funds are entered into our accounting system as income. This distinction is important because your use of "profit" is both incorrect and furthers the impression that the SFR is a profit making organization which it is not.

In the first grant, it would have been so helpful had any one of a number of CIWMB personnel advised us in the usual method of segregating grant income and expense. However, we understand, in the end, the responsibility is ours.

2. In the Observation section of your letter you state that "... it was apparent grant funds were used to pay the commission to Mr. Vodden." The entirely proper activity of paying David Vodden commissions was made out of our general fund as an expense. The fact that grant funds are treated as other sources of income, are mingled in our account, and that payments for grant expenditures are treated like other club expenses is certainly not improper even though it has led to theses sorts of incorrect statements.
3. The Observation section also contains the assertion that David Vodden "is the Chief Executive Officer of for both Thunderhill and SCCA." This is not true. David Vodden is the CEO of Thunderhill and has been since it's inception over 10 years ago. The SFR of the SCCA is led by an elected

board of 7 members including a "Regional Executive" who was RJ Gordy during the two grants and is currently Michael Smith who also was a board member during the times covered by the two grants.

4. Finding 2 Inadequate Separation of Duties contains your opinion that we have an inappropriate level of separation between SFR and Thunderhill. During the period of the two grants we had worked especially hard to maintain an arms-length relationship with our wholly owned subsidiary and would welcome any specific observations that support your contention to the contrary.

I know that your auditors and attorneys have spent considerable time in reviewing an enormous amount of material and spent considerable hours to resolve the issues raised by the audit. I would hope that CIWMB, as an agency responsible for spending public funds to achieve meaningful progress in the oil recycling mission, will step back from the mass of audit details and appreciate what our organization accomplished with those funds and why we feel strongly about this audit.

Numerous conversations, written reports, awards and the feedback from the thousands impacted by our oil recycling grant program validate the huge success of our program over the past six years. In every item of our work plans we exceeded the objective. We influenced more people, we spread the word with greater effectiveness, and simply did a great job. And now for the past year we have been treated as though we were trying to take advantage of the program. We win the race but now we are accused of cheating and must pay money back to our grantor. We admit to not being very smart about how to account for grant funds but we will not accept zero. And we will be happy to tell the whole story to anyone who you think should hear it so that a resolution can be achieved.

Regards,

Peter Nosler
Assistant Regional Executive
San Francisco Region
Sport Car Club of America

Cc: Helen Carriker, Financial Assistance Branch Manager, CIWMB\
Roger Ikemoto, Grants Administration and Audits Units Supervisor, CIWMB
Mike Smith
Peter Whitman

California Integrated
Waste Management
Board Auditor
Determination dated
May 16, 2006

California Integrated Waste Management Board

Margo Reid Brown, Chair

1001 I Street • Sacramento, California 95814 • (916) 341-6000

Mailing Address: P. O. Box 4025, Sacramento, CA 95812-4025

www.ciwmb.ca.gov



Arnold Schwarzenegger
Governor

Dan Skopec
Acting Secretary for
Environmental
Protection

May 16, 2006

Mr. Michael Smith, Regional Executive
San Francisco Region
Sports Car Club of America
12333 Saratoga-Sunnyvale Road, Ste. E
Saratoga, CA 95070

Subject: Used Oil Non-Profit Grants (UNP4-00-3310 and UNP5-02-0013) Final Audit
Determination

Dear Mr. Smith:

The purpose of this letter is to inform the San Francisco Region Sports Car Club of America of the California Integrated Waste Management Board's final audit determination. This audit determination specifically addresses your dispute of the Department of Finance, Office of State Audits and Evaluations' final audit report on the subject grants for the period November 1, 2000, through April 30, 2005.

Finding 1 Inadequate Fiscal Controls and Questioned Costs

The SCCA's general ledger did not reflect \$105,245 and \$157,210 for UNP4 and UNP5 respectively, as claimed for grant expenditures on the grant payment requests submitted to the CIWMB. The following addresses the CIWMB's review and evaluation of your concerns regarding the disallowed costs in the DOF's final audit report and our final determination of those issues and expenditures:

• KIOSK

The DOF audit reported that a \$12,500 kiosk (trailer) charged to UNP4 was used to sell SCCA's profit making entity's (SFR Properties doing business as Thunderhill Raceway Park) merchandise. The CIWMB auditor's analysis disclosed the kiosk was approved for purchase by the CIWMB program manager with the understanding that the kiosk could be used to vend SCCA-SFR's merchandise. It was further stipulated by the CIWMB that the kiosk should have

the 1-800 Cleanup number and website address www.cleanup.org as well as the "Race to Recycle" flag/banner on its sides. SCCA complied with these stipulations.

However, the SCCA did not purchase the kiosk with grant funds. Thunderhill's general ledger posted the purchase of the kiosk. The current Department of Motor Vehicles registration and Certificate of Title reveals that the kiosk is owned by Thunderhill Raceway Park and not SCCA. Nevertheless, SCCA requested and received grant reimbursement from the CIWMB for the purchase of the kiosk. SCCA's general ledger recorded the CIWMB's grant reimbursement as profit and did not post any expenditure for a kiosk or payment to Thunderhill. Therefore, according to the Grant Agreement, the SCCA is not entitled to reimbursement of grant funds for the kiosk. Hence, the CIWMB agrees with the DOF's audit finding that \$12,500 is ineligible for grant participation.

• PERSONNEL

The DOF audit reported the SCCA was unable to provide documentation (cleared checks, payroll register, and timesheets) to support their claimed personnel costs totaling \$38,745 for UNP4, and \$45,210 for UNP5.

The SCCA submitted data supporting the hourly rates paid to David Vodden and Terry Taylor for the period of 2003, 2004, and 2005. SCCA claimed both Mr. Vodden and Ms. Taylor worked at the agreed upon contractual rates for both the UNP4 and UNP5 grants. The CIWMB auditor's analysis disclosed the majority of the work performed on these grants was largely done by both Mr. Vodden and Ms. Taylor. It was further disclosed that these individuals were employees of SFR Properties doing business as Thunderhill. As employees of Thunderhill, they were reimbursed for their services by SFR Properties. Although the CIWMB reimbursed the SCCA for Mr. Vodden and Ms. Taylor's salaries, SCCA did not use the grant payments to reimburse or offset SFR Properties' salary expenses and the grant payments were posted as a profit in SCCA's general ledger. Consequently, based on the SCCA's accounting records, the CIWMB can not reimburse SCCA for costs they did not incur. Therefore, the CIWMB agrees with the DOF's audit findings that the SCCA must reimburse the CIWMB \$38,745 and \$45,210 for UNP4 and UNP5 respectively, totaling \$83,955.

• SPONSORSHIP

According to the DOF's final audit report, SCCA was unable to provide documentation (vendor invoices and cleared checks) to support claimed sponsorship fees totaling \$54,000 and \$112,000 (SCCA misclassified \$68,000 of sponsorship fees under the Personnel category that the CIWMB has reclassified under sponsorship.) for UNP4 and UNP5 respectively. The CIWMB auditor's investigation and analysis of the documents submitted to the CIWMB by the SCCA is as follows:

UNP4-00-3310:

The SCCA stated that "sponsorship" or naming rights means one buys the right to an agreed upon theme. For UNP4, the agreement was "Race to Recycle Oil," and would be prominently used for the duration of the "two year race series." The SCCA referred back to the Grant

Mr. Michael Smith, Regional Executive

Page 3 of 6

May 16, 2006

Agreement and specifically the budget amount of "55 Event Days @ \$1,000 per event" and "Includes Title Rights and all associated promotions." According to SCCA, they followed the billing procedure: "...invoiced expenses were attached but no back-up for the sponsorship was ever included as none existed. If there was an expense such as purchasing a banner that was exclusively a recycle oil banner, the cost of that banner was submitted. However, all the Work Statement requirements 1A through 1F could not engender an expense. The \$1,000 per day bought the CIWMB the right to be the event sponsor-in name." Additionally, the SCCA submitted a collection of numerous event and post event materials, and promotional pieces with the required "Race to Recycle Oil" theme as well as a financial summary of the costs incurred to hold each racing event (e.g., track rent and services, ambulance, communication, insurance, sanction, sanitary, and security).

Our auditor's analysis of all the backup documents, general ledger, video, SCCA-SFR Properties' website race results, the monthly Wheel publications, and personal interviews with previous CIWMB grant managers disclosed that:

- (a) The CIWMB was satisfied with the naming rights program and the many exposure opportunities built into the plan; and
- (b) The CIWMB concurred with the SCCA assertion that they made the necessary expenditures to provide the promised value of sponsorship rights.

As a result, for the UNP4-00-3310 questioned sponsorship cost of \$54,000, the CIWMB determines the cost to be eligible for grant participation.

UNP5-02-0013

The SCCA maintains "sponsorship" or naming rights definition remained the same for UNP5 as UNP4. However, for the UNP5 grant, the program theme was: "Oil Recycling Champions." The budget was increased to "56 Event Days @ \$2,000 per event", or \$112,000 and SCCA added "Includes all Title Rights and all associated promotions." The primary reason for increasing, the UNP5 sponsorship fee cost was to cover the increased cost of holding events and to expend exposure to the Southern California regions at three racetracks: Buttonwillow Raceway near Bakersfield; Willow Springs International Raceway near Los Angeles; and California Speedway near Riverside.

The CIWMB auditor concluded there was sufficient support for 53 event days. However, there was no evidence to support that the two events listed below occurred:

Pay Request 3 Laguna Seca	Vintage Races	Oct 22-24, 2004	1-day	\$2,000.00
Pay Request 3 Buttonwillow	Cal Club Reg.	Oct 22-24, 2004	2-days	\$4,000.00
Total				\$6,000.00

Based on the documents submitted to the CIWMB and a review of the DOF working papers, the CIWMB determines \$106,000 eligible for grant participation and \$6,000 ineligible for grant participation.

45

May 16, 2006

Lastly, based on the CIWMB analysis and evaluation of the DOF's final audit report for finding 1 our final determination is that the SCCA must reimburse the CIWMB a total of \$74,927.59 for ineligible costs:

Kiosk - UNP4	\$12,500.00
Personnel - UNP4	\$38,745.00
Personnel - UNP5	\$45,210.00
Sponsorship - UNP5	\$6,000.00
Subtotal	\$102,455.00
Less: 10% Unpaid Withhold - UNP5	\$27,527.41
Total Ineligible Costs	\$74,927.59

The remaining \$160,000 is determined eligible for grant participation:

Sponsorship - UNP4	\$54,000.00
Sponsorship - UNP5	\$112,000.00
Subtotal	\$166,000.00
Less: Ineligible Sponsorship - UNP5	\$6,000.00
Total Eligible Costs	\$160,000.00

• OBSERVATION

The DOF's final audit report further noted that the SCCA's payment of a commission to David Vodden was 10 percent of each grant reimbursement check, less the actual amounts invoiced from vendors. These commission amounts were not claimed in the grant payment requests submitted to the CIWMB. However, it was apparent grant funds were used to pay the commission to Mr. Vodden. It was also noted in DOF's final audit report that Mr. Vodden was paid this commission through his consulting firm. In addition to Mr. Vodden being paid a commission, the DOF's final audit report noted Mr. Vodden is the Chief Executive Officer for both Thunderhill and SCCA. There is uncertainty whether there is an adequate arms-length relationship for the three entities with respect to transactions related to the grant.

FINDING 2 INADEQUATE SEPARATION OF DUTIES

The DOF audit report disclosed the SCCA's Chief Executive Officer performed a number of incompatible duties. The CIWMB agrees with this finding and cautions the SCCA that in our opinion, SCCA did not maintain an arms-length relationship between their subsidiary and their non-profit entity. Additionally, maintaining an arms-length relationship is a federal government requirement for 501(c)(4) tax status.

The CIWMB's Accounting Office will be contacting the SCCA with a notification that invoice number 104-100-2005 for UNP4-00-3310 has been reduced from \$105,245 to \$51,245; and invoice number 105-100-2005 for UNP5-02-0013 has been reduced from \$129,683 to \$23,682.59. The adjusted combined total amount now due to the CIWMB is \$74,927.59.

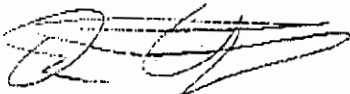
If you have any questions, or need additional information, please contact Roger Ikemoto, the CIWMB Grants and Audits Units Supervisor, at (916) 341-6116.

[REDACTED] Smith, Regional Executive

Page 5 of 6

May 16, 2006

Sincerely,



Tom Estes, Deputy Director
Administration and Finance Division
California Integrated Waste Management Board

cc: Peter Nosler, Assistant Regional Executive Director
SCCA SFR - Board Member
620 Hobart Street
Menlo Park, CA 94025

Morris Hamm, Secretary
SCCA SFR - Board Member
2917 Edgewater Drive
Santa Rosa, CA 95407

Edward Railton, Treasurer
c/o: SCCA SFR
P. O. Box 966, Highway 162
Willows, CA 95988

David Allen, Director at Large
SCCA SFR - Board Member
893 Ferngrove Drive
Cupertino, CA 95014

Bryan Nemy, Director at Large
SCCA SFR - Board Member
25125 Santa Clara Street #257
Hayward, CA 94544

Blake Tatum, Director at Large
SCCA SFR - Board Member
6185 Riverbank Circle
Stockton, CA 95219

RJ Gordy, Former Regional Executive
c/o: SCCA SFR
P. O. Box 966, Highway 162
Willows, CA 95988

David B. Vodden, CEO
SCCA SFR
P. O. Box 966, Highway 162
Willows, CA 95988

Mr. Michael Smith, Regional Executive
Page 6 of 6
May 16, 2006

Helen Carriker, Financial Assistance Branch Manager, CIWMB
Roger Ikemoto, Grants Administration and Audits Units Supervisor, CIWMB
Marie Carter, Legal Office Staff Counsel, CIWMB
Holly Armstrong, Legal Office Staff Counsel, CIWMB
Harilee Branch, Legal Office Staff Counsel, CIWMB
Julie Arico, Accounting Office Supervisor, CIWMB
Bonnie Cornwall, Grants and Certifications Section I Supervisor, CIWMB
Marlena Wells-Murphy, Auditor, CIWMB
CIWMB Audits Unit Files



State of California
California Integrated Waste Management Board

Invoice #: 267-100-2005

Date: 05/18/2006

Sports Car Club of America
San Francisco Region
P.O. Box 966
Willows, CA 95988

Make Checks Payable To:
CA Integrated Waste Management Board
Accounting
1001 "I" Street, P.O. Box 4025
Sacramento, CA 95812-4025

Quantity	Description	Unit	%	Amount
	The DOF audit finding disclosed that \$157,210.00 was reimbursed to the Sports Car Club of America for UNP5-02-0013 during the grant period May 1, 2003 through April 30, 2005 for grant expenditures not reflected in the general ledger. CIWMB Final Determination reduced the DOF audit finding to \$51,210.00 less 10% Unpaid Withhold of \$27,527.41			23,682.59
Date Due: 06/17/2006		Total Amount Due:		23,682.59

Please Return One Copy of this Invoice

Accounting Use Only: Fiscal Year: 2005 ABATEMENT 1000/15192/580200

#2002

49

State of California
California Integrated Waste Management Board

EXHIBIT A PAGE 8 of 8

Invoice #: 266-100-2005

Date: 05/18/2006

Make Checks Payable To:

CA Integrated Waste Management Board

Accounting

1001 "I" Street, P.O. Box 4025

Sacramento, CA 95812-4025

Sports Car Club of America
San Francisco Region
P.O. Box 966
Willows, CA 95988

Quantity	Description	Unit	%	Amount
	The DOF audit finding disclosed that \$105,245.00 was reimbursed to the Sports Car Club of America for UNP4-00-3310 during the grant period November 1, 2000 through April 30, 2003 for grant expenditures not reflected in the general ledger. CIWMB Final Determination reduced the DOF audit finding to \$51,245.00			51,245.00
Date Due: 06/17/2006				Total Amount Due: 51,245.00

Please Return One Copy of this Invoice

Report from David
Vodden of
Thunderhill Raceway
Park

[REDACTED]

Car Show, the SCCA National Convention, at Club meetings and any other non-track activity that can help deliver the message. All of these efforts need to be photographed and documented which I will do if I can but which I will ask others to do if I cannot. Finally, I need the Board to allow the grant brochure to be mailed in the October ballot envelope. The purpose of this is to deliver

"to the full club membership" a mailing of the brochure. The ballot envelope can do this at no additional cost to the Club. (We could do a special mailer if this is unacceptable for some reason.) Please note, there is a chance that the CIWMB staff will attend the Inaugural Western States Championships at Thunderhill in November. I will keep you posted on this.

For those who saw the Race to Recycle Oil "kiosk" at Infineon over the weekend I hope you were pleased with its look. Thunderhill purchased this unit from the AA ball team Chico Heat for \$12,833 as a vehicle for handling merchandise. This was done because merchandise was not included in the new building as a result of committee input. As a result of our key role in the CIWMB program, when the excess funding became available from the RtoROIL at the end of the grant, I was able to get \$12,500 in additional funding for the Club. It should also be understood that, even though Thunderhill purchased and paid for the trailer (Kiosk), the SCCA received and banked the \$12,500 for the sponsorship opportunity. This was in addition to any previous funding under the affected grant. Not bad!

REGION REPORT:

First of all congratulations are in order for the recruitment program and the on-track contact efforts to increase our membership in critical event service areas. In the 15 plus years I have been close to this Club this is the best bottom line results ever generated in this critical area. I would also say that the Coturnis are far and away the best genuine membership recruiters I have seen in this Club for a long time. They are not afraid nor embarrassed to hustle folks to get the message out and close the sale. Their efforts will work. Combining all the efforts currently in place at this time, this Club can truly alter the life-long issue of the shortage of volunteers. Its happening.

The Infineon event was another huge success from most vantage points. Entries were down as expected and I know that Sunday ran late but it was a

California
Department of Motor
Vehicles Certificate
of Title for Kiosk
Trailer

STATE OF CALIFORNIA

CERTIFICATE OF TITLE

VEHICLE HISTORY

52003062424

TRAILER

VEHICLE ID NUMBER

1WC200J27V4029629

BODY TYPE MODEL

VARIED

UNLADEN WEIGHT

202900

FUEL

D

TRANSFER DATE

03/24/03

YEAR MAKE

1997 WLCRG

PLATE NUMBER

1VL9477

REGISTRATION

PERM

ISSUE DATE

07/04/03

CLASS

1997 CJ

YEAR

2003

MO

JU

EQUIPMENT/TRUST NUMBER

ODOMETER DATE

ODOMETER READING

MOTORCYCLE ENGINE NUMBER

REGISTERED OWNER(S)

THUNDERHILL PARK

PO BOX 966

WILLOWS CA 95988

I certify under penalty of perjury under the laws of the State of California that THE SIGNATURE(S) BELOW RELEASES INTEREST IN THE VEHICLE.

DATE SIGNATURE OF REGISTERED OWNER

To: X SIGNATURE OF REGISTERED OWNER

Federal and State law requires that you state the mileage upon transfer of ownership. Failure to complete or providing a false statement may result in fines and/or imprisonment.

The odometer now reads (in tenths) miles and to the best of my knowledge reflects the actual mileage unless one of the following statements is checked.

WARNING ☐ Odometer reading is not the actual mileage. ☐ Mileage exceeds the odometer mechanical limits.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

DATE SIGNATURE OF AGENT SELLING FOR A COMPANY

PRINTED NAME OF AGENT SELLING FOR A COMPANY

PRINTED NAME OF AGENT SELLING FOR A COMPANY

Any change of Lienholder (holder of security interest) must be reported to the Department of Motor Vehicles within 10 days.

LENDER(S)

JEFFS TRUCK SVC

5050 COHASSET RD

CHICO CA 95973

2. Signature releases interest in vehicle. (Co-signary names must be countersigned.)

Release Date

03/24/03

033650

CA-1793553

REG. 17.50 (REV. 10/02)

KEEP IN A SAFE PLACE - VOID IF ALTERED

Source: SCCA

52

Sports Car Club of
America, San
Francisco Region,
General Ledger dated
December 31, 2003

06/15/05
Accrual Basis

General Ledger

As of December 31, 2003

TOTAL P.01

53

Type	Date	Num	Name	Memo	Split	Amount	Balance
Oil Recycling Champions Anniversary Party						17,435.18	17,435.18
Oil Recycling Champions							0.00
Income State of Calif.							0.00
* Deposit	3/25/2003		State of California	Deposit	BofA - Operating Cas...	-38,429.73	-38,429.73
Deposit	6/30/2003		State of California	Deposit	BofA - Operating Cas...	-60,721.85	-99,151.58
Total Income State of Calif.						-99,151.58	-99,151.58
Sponsorship							0.00
Total Sponsorship							0.00
Ross Campbell							0.00
Check	3/25/2003	3426	Ross-Campbell, Inc.	Inv. 03-2067-3	BofA - Operating Cas...	6,935.00	6,935.00
Check	6/30/2003	3576	Ross-Campbell, Inc.	Inv. 03-2087-3	BofA - Operating Cas...	7,465.00	14,400.00
Total Ross Campbell						14,400.00	14,400.00

Page

9:03 PM

06/15/05

Accrual Basis

Sports Car Club of America San Francisco Region

General Ledger

As of December 31, 2003

Type	Date	Num	Name	Memo	Split	Amount	Balance
D. B. Vodden - Commissions							0.00
Check	1/19/2003	3242	D. B. Vodden Enter...	Race to Recycle com...	BofA - Operating Cas...	4,416.43	4,416.43
Check	11/3/2003	3851	D. B. Vodden Enter...	2003 Race to Recycle ...	BofA - Operating Cas...	6,132.99	10,549.42
Total D. B. Vodden - Commissions						10,549.42	10,549.42
Club Expenses							0.00
Check	3/25/2003	3427	Rio Media	Inv. 2140	BofA - Operating Cas...	4,137.20	4,137.20
Check	6/30/2003	3577	Rio Media	Inv. 2149	BofA - Operating Cas...	8,856.75	12,993.95
Check	6/30/2003	3578	Bankers Advertising...	Race to recycle mugs	BofA - Operating Cas...	845.22	13,839.17
Check	6/30/2003	3579	Slicart-Screenprint	Race to recycle t shirts	BofA - Operating Cas...	9,582.50	23,421.67
Total Club Expenses						23,421.67	23,421.67
Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions						-50,780.49	-50,780.49
Round Table							0.00
Banquet Income							0.00
Total Banquet Income							0.00
Donations/Sponsors							0.00
Total Donations/Sponsors							0.00

* Indicate Profit to SCCA

Purpose: To show SCCA record the
CIMA grant reimbursement
and did not issue payment for the track

Sports Car Club of
America, San
Francisco Region,
General Ledger dated
December 31, 2005

6:55 AM

06/21/05

Accrual Basis

Sports Car Club of America San Francisco Region
General Ledger
 As of May 31, 2005

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Type	Date	Num	Name	Memo	Split	Amount	Balance
Club Admin Income - Other							0.00
Total 50th+5 Anniversary Party							0.00
Oil Recycling Champions							0.00
Income State of Calif.							0.00
Deposit	4/27/2005			Deposit	BofA - Operating Cash 9389	-75,150.84	-75,150.84
Deposit	5/31/2005			Deposit	BofA - Operating Cash 9389	-43,204.62	-118,355.46
Total Income State of Calif.						-118,355.46	-118,355.46
Sponsorship							0.00
Total Sponsorship							0.00
Ross Campbell							0.00
Check	4/26/2005	4782	Ross-Campbell, Inc.	05-2246-3	BofA - Operating Cash 9389	14,515.00	14,515.00
Total Ross Campbell						14,515.00	14,515.00
D. B. Vodden - Commissions							0.00
Check	4/25/2005	4774	D. B. Vodden Enterprises	Special services per a...	BofA - Operating Cash 9389	0.00	0.00
Check	4/26/2005	4783	D. B. Vodden Enterprises		BofA - Operating Cash 9389	4,851.00	4,851.00
Total D. B. Vodden - Commissions						4,851.00	4,851.00
Club Expenses							0.00
Check	4/26/2005	4781	Rio Media	2201	BofA - Operating Cash 9389	12,125.93	12,125.93
Total Club Expenses						12,125.93	12,125.93

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Sports Car Club of America San Francisco Region
General Ledger
 As of May 31, 2005

6:55 AM

06/21/05

Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount	Balance
Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions - Other							
Total Oil Recycling Champions						-86,863.53	-86,863.53

9:21 PM

06/15/05

Accrual Basis

Sports Car Club of America San Francisco Region
General Ledger
As of December 31, 2004

Type	Date	Num	Name	Memo	Split	Amount	Balance
Total 50th+5 Anniversary Party							0.00
Oil Recycling Champions							0.00
Income State of Calif.							0.00
Deposit	4/30/2004		State of California	Deposit	BofA - Operating Cas...	-62,919.00	-62,919.00
Deposit	8/24/2004		State of California	Deposit	BofA - Operating Cas...	-66,472.31	-129,391.31
Total Income State of Calif.						-129,391.31	-129,391.31
Sponsorship							0.00
Total Sponsorship							0.00

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06/15/05

Accrual Basis

Sports Car Club of America San Francisco Region
General Ledger
As of December 31, 2004

Type	Date	Num	Name	Memo	Split	Amount	Balance
Ross Campbell							0.00
Check	4/30/2004	4174	Ross-Campbell, Inc.	Inv. 03-2137-3	BofA - Operating Cas...	14,650.00	14,650.00
Check	8/9/2004	4337	Ross-Campbell, Inc.	04-2192-3	BofA - Operating Cas...	13,985.00	28,635.00
Total Ross Campbell						28,635.00	28,635.00
D. B. Vodden - Commissions							0.00
Check	6/30/2004	4269	D. B. Vodden Enter...	10% commission on ...	BofA - Operating Cas...	3,090.56	3,090.56
Check	8/9/2004	4338	D. B. Vodden Enter...	10% Race To Recycle...	BofA - Operating Cas...	4,441.92	7,532.48
Total D. B. Vodden - Commissions						7,532.48	7,532.48
Club Expenses							0.00
General Journal	3/31/2004	Posta...			Cost of Merchandise/...	60.95	60.95
Check	4/30/2004	4175	Rio Media	Inv. 2171	BofA - Operating Cas...	17,302.50	17,363.45
Check	8/9/2004	4336	Rio Media	2189	BofA - Operating Cas...	8,068.12	25,431.57
General Journal	8/31/2004			postage	Membership Mainten...	110.63	25,542.20
Check	10/4/2004	4404	Thunderhill Park	2004-175	BofA - Operating Cas...	317.23	25,859.43
Check	11/22/2004	4543	California Resource...	Annual dues	BofA - Operating Cas...	181.00	26,040.43
Total Club Expenses						26,040.43	26,040.43
Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions							0.00

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Type	Date	Num	Name	Memo	Split	Amount	Balance
Total Income Anniversary Party						17,435.18	17,435.18
Oil Recycling Champions							0.00
Income State of Calif.							0.00
Deposit	3/25/2003		State of California	Deposit	BofA - Operating Cas...	-38,429.73	-38,429.73
Deposit	6/30/2003		State of California	Deposit	BofA - Operating Cas...	-60,721.85	-99,151.58
Total Income State of Calif.						-99,151.58	-99,151.58
Sponsorship							0.00
Total Sponsorship							0.00
Ross Campbell							0.00
Check	3/25/2003	3426	Ross-Campbell, Inc.	Inv. 03-2067-3	BofA - Operating Cas...	6,935.00	6,935.00
Check	6/30/2003	3576	Ross-Campbell, Inc.	Inv. 03-2087-3	BofA - Operating Cas...	7,465.00	14,400.00
Total Ross Campbell						14,400.00	14,400.00

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06/15/05

Accrual Basis

Sports Car Club of America San Francisco Region **General Ledger** **As of December 31, 2003**

Type	Date	Num	Name	Memo	Split	Amount	Balance
D. B. Vodden - Commissions							0.00
Check	1/19/2003	3242	D. B. Vodden Enter...	Race to Recycle com...	BofA - Operating Cas...	4,416.43	4,416.43
Check	11/3/2003	3851	D. B. Vodden Enter...	2003 Race to Recycle ...	BofA - Operating Cas...	6,132.99	10,549.42
Total D. B. Vodden - Commissions						10,549.42	10,549.42
Club Expenses							0.00
Check	3/25/2003	3427	Rio Media	Inv. 2140	BofA - Operating Cas...	4,137.20	4,137.20
Check	6/30/2003	3577	Rio Media	Inv. 2149	BofA - Operating Cas...	8,856.75	12,993.95
Check	6/30/2003	3578	Bankers Advertising...	Race to recycle mugs	BofA - Operating Cas...	845.22	13,839.17
Check	6/30/2003	3579	Slicart Screenprint	Race to recycle t shirts	BofA - Operating Cas...	9,582.50	23,421.67
Total Club Expenses						23,421.67	23,421.67
Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions						-50,780.49	-50,780.49
Round Table							0.00
Banquet Income							0.00
Total Banquet Income							0.00
Donations/Sponsors							0.00
Total Donations/Sponsors							0.00
Round Table Expenses							0.00

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06/15/05

Accrual Basis

Sports Car Club of America San Francisco Region
General Ledger
As of December 31, 2002

Type	Date	Num	Name	Memo	Split	Amount	Balance
T'Hill Loan Interest							0.00
Deposit	5/15/2002		Thunderhill Park	Deposit	BofA - Operating Cas...	-2,167.60	-2,167.60
Deposit	5/23/2002		Thunderhill Park	Deposit	BofA - Operating Cas...	-523.41	-2,691.01
Deposit	8/29/2002		Thunderhill Park	Deposit	BofA - Operating Cas...	-2,520.60	-5,211.61
Deposit	8/29/2002		Thunderhill Park	Deposit	BofA - Operating Cas...	-2,457.53	-7,669.14
Deposit	10/14/2002		Thunderhill Park	Deposit	BofA - Operating Cas...	-2,450.00	-10,119.14
Total T'Hill Loan Interest						-10,119.14	-10,119.14
Club Admin Income - Other							0.00
Total Club Admin Income - Other							0.00
Total Club Admin Income						-103,787.88	-103,787.88
Road Racing Income							0.00
50th+5 Anniversary Party							0.00
Silent Auction							0.00
Total Silent Auction							0.00
50+5 Anniversary Receipts							0.00
Total 50+5 Anniversary Receipts							0.00
50+5 Expenses							0.00
Total 50+5 Expenses							0.00
50th+5 Anniversary Party - Other							0.00
Total 50th+5 Anniversary Party - Other							0.00
Total 50th+5 Anniversary Party							0.00
Income State of Calif.							0.00
Deposit	1/16/2002		State of California	Deposit	BofA - Office Checki...	-57,177.13	-57,177.13
Deposit	7/23/2002		State of California	Deposit	BofA - Operating Cas...	-21,072.75	-78,249.88
Total Income State of Calif.						-78,249.88	-78,249.88
Sponsorship							0.00
Total Sponsorship							0.00
Ross Campbell							0.00
Check	1/24/2002	601	Ross-Campbell, Inc.	01-1943-3	BofA - Office Checki...	16,660.00	16,660.00
Check	7/21/2002	2884	Ross-Campbell, Inc.	02-2027-3	BofA - Operating Cas...	9,860.00	26,520.00
Total Ross Campbell						26,520.00	26,520.00

8:04 PM

06/15/05

Accrual Basis

Sports Car Club of America San Francisco Region
General Ledger
As of December 31, 2001

Type	Date	Num	Name	Memo	Split	Amount	Balance
50+5 Anniversary Receipts							0.00
Total 50+5 Anniversary Receipts							0.00
50+5 Expenses							0.00
Total 50+5 Expenses							0.00
50th+5 Anniversary Party - Other							0.00
Total 50th+5 Anniversary Party - Other							0.00
Total 50th+5 Anniversary Party							0.00
Oil Recycling Champions							0.00
Income State of Calif.							0.00
Deposit	2/28/2001		State of California	Deposit	BofA - Operating Cas...	-16,259.97	-16,259.97
Deposit	8/3/2001	0510...	State of California	Deposit	BofA - Office Checki...	-19,887.92	-36,147.89
Total Income State of Calif.						-36,147.89	-36,147.89
Sponsorship							0.00
Total Sponsorship							0.00
Ross Campbell							0.00
Check	8/10/2001	512	Ross-Campbell, Inc.	01-1943-3	BofA - Office Checki...	5,897.50	5,897.50
Total Ross Campbell						5,897.50	5,897.50
D. B. Vodden - Commissions							0.00
Total D. B. Vodden - Commissions							0.00
Club Expenses							0.00
Check	1/26/2001	1846	D. B. Vodden Enter...	Race To Recycle Spo...	BofA - Operating Cas...	8,665.00	8,665.00
Check	8/8/2001	513	Thunderhill Park	T-Shirts	BofA - Office Checki...	1,112.79	9,777.79
Check	8/10/2001	511	Rio Media	Advertising	BofA - Office Checki...	6,350.30	16,128.09
Check	8/10/2001	514	Thunderhill Park	Misc reimbursements	BofA - Office Checki...	72.10	16,200.19
Total Club Expenses						16,200.19	16,200.19
Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions - Other							0.00
Total Oil Recycling Champions						-14,050.20	-14,050.20
Round Table							0.00
Banquet Income							0.00
Total Banquet Income							0.00

58

TOTAL P.05

**Final Audit Report
from Department of
Finance dated
November 2, 2005**

**DEPARTMENT OF
FINANCE****ARNOLD SCHWARZENEGGER, GOVERNOR**

915 L STREET ■ SACRAMENTO CA ■ 95814-3706 ■ WWW.DOF.CA.GOV

November 2, 2005

Mr. Mark Leary, Executive Director
California Integrated Waste Management Board
1001 I Street, MS-1
P.O. Box 4025
Sacramento, CA 95812-4025

Dear Mr. Leary:

Final Audit Report—Sports Car Club of America, Grant Agreements UNP4-00-3310 and UNP5-02-13

Enclosed is the final report on our audit of the Sports Car Club of America's (Grantee) Used Oil Recycling grant agreements UNP4-00-3310 and UNP5-02-13 for the reporting periods November 1, 2000 through April 30, 2003 and May 1, 2003 through April 30, 2005, respectively. The Department of Finance, Office of State Audits and Evaluations, performed this audit under an interagency agreement with the California Integrated Waste Management Board (Board). The audit included a review of receipts, expenditures, internal controls, and compliance with certain grant agreement provisions.

On the *Schedule of Claimed and Audited Expenditures* for grant agreement UNP5-02-13, the draft report did not reflect a \$43,205 payment to the Grantee. This final report reflects a decrease in the audited retention amount to \$27,527 and an increase in the audited revenue amount to \$247,747. The revisions are reflected throughout this final report.

The enclosed final report is for your information and use. We have also sent a copy of this report to the Grantee. In accordance with Finance's policy of increased transparency, this report will be placed on the Finance website.

If you have any questions regarding this report, please contact Frances Parmelee, Manager, or Rick Cervantes, Supervisor, at (916) 322-2985.

Sincerely,

A handwritten signature in black ink, reading "Janet I. Rosman", is positioned above the typed name.

Janet I. Rosman, Assistant Chief
Office of State Audits and Evaluations

Enclosure

cc: on following page

-2-

cc: Mr. R.J. Gordy, Regional Executive, Sports Car Club of America, San Francisco Region
Mr. David Vodden, CEO; Sports Car Club of America, San Francisco Region
Mr. Tom Estes, Deputy Director, Administration and Finance Division, California Integrated
Waste Management Board
Ms. Helen Carriker, Branch Manager, Administration and Finance Division, California
Integrated Waste Management Board
Mr. Roger Ikemoto, Grants and Audits Manager, Administration and Finance Division,
California Integrated Waste Management Board
Ms. Bonnie Cornwall, Supervisor, Used Oil and Hazardous Waste Division, California
Integrated Waste Management Board

A GRANT AUDIT

Sports Car Club of America, San Francisco Region
Used Oil Non-Profit Grants
Grants UNP4-00-3310 and UNP5-02-13
For the Period November 1, 2000
Through April 30, 2005

Prepared By:
Office of State Audits and Evaluations
Department of Finance

053910068DFR

June 2005

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PREFACE

The Department of Finance, Office of State Audits and Evaluations, performed this audit under an interagency agreement with the California Integrated Waste Management Board (Board).

The Board awarded two grants to the Sports Car Club of America (Grantee) for the Grantee to participate in the Used Oil Non-Profit Grant Program. The grants were in the amounts of \$199,860 (UNP4-00-3310) covering the period November 1, 2000 through April 30, 2003 and \$275,777 (UNP5-02-13) covering the period May 1, 2003 through April 30, 2005. The grant agreements were funded by the Used Oil Recycling Fund.

The objective of this audit was to determine the Grantee's fiscal compliance with the aforementioned grants. The audit also assessed the Grantee's compliance with applicable laws, regulations, and grant agreement requirements, as well as a review of internal controls. We did not assess the efficiency or effectiveness of program operations; this responsibility lies with the Board. The responsibility for financial reporting and compliance rests with the Grantee.

This report is intended for the information and use of Board and Grantee management. However, the report is a matter of public record and its distribution is not limited.

STAFF:

Frances Parmelee, CPA
Manager

Rick Cervantes, CPA
Supervisor

Marc Dermenjian



ARNOLD SCHWARZENEGGER, GOVERNOR

915 L STREET ■ SACRAMENTO CA ■ 95814-3706 ■ WWW.DOF.CA.GOV

INDEPENDENT AUDITOR'S REPORT

Mr. Mark Leary, Executive Director
California Integrated Waste Management Board
1001 I Street, MS-1
P.O. Box 4025
Sacramento, CA 95814-4025

We have audited the accompanying Sports Car Club of America's (Grantee) *Statements of Revenue and Expenditures (Statements)* for grant agreements UNP4-00-3310 and UNP5-02-13, for the periods November 1, 2000 through April 30, 2003, and May 1, 2003 through April 30, 2005, respectively, executed between the Grantee and the California Integrated Waste Management Board (Board). These Statements were prepared from the Grantee's records and are the responsibility of Grantee management. Our responsibility is to express an opinion on the Statements based on our audit.

We conducted our audit in accordance with *Government Auditing Standards* issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to provide reasonable assurance as to whether the Statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the Statements. An audit also includes assessing the accounting principles used and significant estimates made by management. We believe that our audit provides a reasonable basis for our opinion.

The accompanying Statements were prepared, as described in Note 4, for the purpose of determining the Grantee's fiscal compliance with the aforementioned grant agreements. The Statements are not intended to be a presentation of the Grantee's total revenue and expenditures.

As discussed in the accompanying schedule of *Findings and Recommendations*, we identified questioned costs of \$262,455, which represent 56 percent of the total grant funds claimed for reimbursement. The total disallowed expenditures are comprised of \$105,245 and \$157,210 for UNP4-00-3310 and UNP5-02-13, respectively.

In our opinion, because of the effects of the matters discussed in the preceding paragraph, the Statements referred to above do not present fairly, in conformity with accounting principles generally accepted in the United States of America, the revenue and expenditures for grant agreements UNP4-00-3310 and UNP5-02-13 for the periods November 1, 2000 through April 30, 2003 and May 1, 2003 through April 30, 2005, respectively.

Compliance

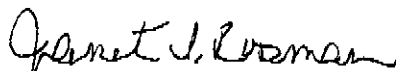
As part of obtaining reasonable assurance about whether the Statements are free of material misstatement, we performed tests of the Grantee's compliance with certain provisions of laws, regulations, and the grant agreement, noncompliance with which could have a direct and material effect on the determination of Statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed instances of noncompliance that are required to be reported herein under *Government Auditing Standards*. The instances of noncompliance with the grant agreements requirements are described in the accompanying schedule of *Findings and Recommendations*.

Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Grantee's internal control over financial reporting in order to determine our auditing procedures for the purpose of expressing our opinion on the Statements and not to provide assurance on the internal control over financial reporting. However, we noted a matter involving the internal control over financial reporting and its operation that we consider to be a reportable condition. Reportable conditions involve matters coming to our attention relating to significant deficiencies in the design or operation of the internal control over financial reporting that, in our judgment, could adversely affect the Grantee's ability to record, process, summarize, and report financial data consistent with the assertions of management in the Statements. The reportable condition is described in the accompanying schedule of *Findings and Recommendations*.

A material weakness is a condition in which the design or operation of one or more of the internal control components does not reduce to a relatively low level the risk that misstatements in amounts that would be material in relation to the Statement being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. Our consideration of the internal control over financial reporting would not necessarily disclose all matters in the internal control that might be reportable conditions and, accordingly, would not necessarily disclose all reportable conditions that are also considered to be material weaknesses. However, we consider Finding 1 in the accompanying schedule of *Findings and Recommendations* to be a material weakness.

This report is intended solely for the information and use of Board and Grantee management, and is not intended to be and should not be used by anyone other than these specified parties. However, this report is a matter of public record and its distribution is not limited.



Janet I. Rosman, CPA
Assistant Chief, Office of State Audits and Evaluations
(916) 322-2985

June 23, 2005

STATEMENT OF REVENUE AND EXPENDITURES

**Sports Car Club of America
Used Oil Non-Profit Grant UNP4-00-3310
For the Period November 1, 2000 through April 30, 2003**

Revenue:	Claimed and Approved by the Board
State Grant	\$ 197,289
Expenditures:	
Personnel	38,745
Professional	96,781
Sponsorships	4,000
Publicity/Education	57,463
Other	<u>300</u>
Total Expenditures	<u>197,289</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>

The accompanying notes are an integral part of this statement.

STATEMENT OF REVENUE AND EXPENDITURES

**Sports Car Club of America
Used Oil Non-Profit Grant UNP5-02-13
For the Period May 1, 2003 through April 30, 2005**

Revenue:	Claimed and Approved by the Board
State Grant	\$ 247,747
Expenditures:	
Publicity/Education	109,999
Personnel	<u>165,275</u>
Total Expenditures	275,274
Less Retention (Note 5)	<u>27,527</u>
Net Reimbursed Expenditures	<u>247,747</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>

The accompanying notes are an integral part of this statement.

SCHEDULE OF CLAIMED AND AUDITED EXPENDITURES

**Sports Car Club of America
Used Oil Non-Profit Grant UNP4-00-3310
For the Period November 1, 2000 through April 30, 2003**

Revenue:	<u>Claimed</u>	<u>Audited</u>	<u>Questioned</u>
State Grant	\$ 197,289	\$ 197,289	\$ 0
Expenditures:			
Personnel	38,745	0	38,745
Professional	96,781	84,281	12,500
Sponsorships	4,000	0	4,000
Publicity/Education	57,463	7,463	50,000
Other	<u>300</u>	<u>300</u>	<u>0</u>
Total Expenditures	<u>197,289</u>	<u>92,044</u>	<u>105,245</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>	<u>\$ 105,245</u>	<u>\$ 105,245</u>

The accompanying notes are an integral part of this schedule.

SCHEDULE OF CLAIMED AND AUDITED EXPENDITURES

**Sports Car Club of America
Used Oil Non-Profit Grant UNP5-02-13
For the Period May 1, 2003 through April 30, 2005**

Revenue:	<u>Claimed</u>	<u>Audited</u>	<u>Questioned</u>
State Grant	\$ 247,747	\$ 247,747	\$ 0
Expenditures:			
Publicity/Education	109,999	65,999	44,000
Personnel	<u>165,275</u>	<u>52,065</u>	<u>113,210</u>
Total Expenditures	275,274	118,064	157,210
Less Retention (Note 5)	<u>27,527</u>	<u>27,527</u>	<u>0</u>
Net Reimbursed Expenditures	<u>247,747</u>	<u>90,537</u>	<u>157,210</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>	<u>\$ 157,210</u>	<u>\$ 157,210</u>

The accompanying notes are an integral part of this schedule.

NOTES TO THE STATEMENTS OF REVENUE AND EXPENDITURES

**Sports Car Club of America
Used Oil Non-Profit Grants UNP4-00-3310 and UNP5-02-13
For the Period November 1, 2000 through April 30, 2005**

NOTE 1 Description of the Reporting Entity

Founded in 1944 by amateur motor sports enthusiasts, the Sports Car Club of America (Grantee) today has over 65,000 members in 109 regional chapters. The nonprofit organization sanctions more than 2,000 amateur and professional motor sports events per year. The Grantee's San Francisco Region had general responsibility for these grants. *[Source: Grant Application]*

NOTE 2 Program Information

The California Integrated Waste Management Board (Board) administers the California Oil Recycling Enhancement Act, which includes the disbursement of Used Oil Nonprofit Grants (UNP) from the Used Oil Recycling Fund.

The Legislature enacted the California Oil Recycling Enhancement Act (Public Resources Code Sections 48600-48691) to reduce the illegal disposal of used oil, and to recycle and reclaim used oil to the greatest extent possible, in order to recover valuable natural resources and to avoid damage to the environment and threats to public health. The intent of the grant funds is to encourage nonprofits to expand, implement, and/or improve their used oil collection opportunities.

NOTE 3 Descriptions of Grant Contracts

The Grantee received two grants, a \$199,860 grant award (grant agreement UNP4-00-3310) and a \$275,777 grant award (grant agreement UNP5-02-13), to promote recycling and use of remanufactured oils at the "Race to Recycle Oil Racing Series" at various race facilities throughout California. The grant terms covered the periods November 1, 2000 to April 30, 2003 (UNP4-00-3310) and May 1, 2003 through April 30, 2005 (UNP5-02-13).

NOTE 4 Summary of Significant Accounting Policies

The Statements presented in this report were prepared from the Grantee's accounts and financial transactions. The Statements summarize revenue and expenditures recorded by the Grantee during the reporting periods referenced in Note 3.

The Statements summarize the Grantee's transactions pertaining to grant agreements UNP4-00-3310 and UNP5-02-13, and are not intended to represent all of the Grantee's financial activities.

NOTE 5 UNP5-02-13 Retention

The Board retained \$27,527 in reimbursements to the Grantee pending completion of this audit.

FINDINGS AND RECOMMENDATIONS

During our audit of grant agreements UNP4-00-3310 (UNP4) and UNP5-02-13 (UNP5), we identified reportable internal control and compliance issues requiring corrective action. The following recommendations, if implemented, will improve the Grantee's fiscal control over grant funds and protect Grantee and state interests in the event of disputes. Finding 1 is a material weakness.

FINDING 1 Inadequate Fiscal Controls and Questioned Costs

Condition: The grant payment requests submitted to the Board did not agree with the expenditures listed in the Grantee's general ledger account. Specifically, the general ledger did not reflect \$105,245 and \$157,210 in claimed expenditures for UNP4 and UNP5, respectively. Because claimed expenditures were greater than actual expenditures reflected on the Grantee's general ledger, a profit was made. For those disallowed expenditures, we noted the following issues:

- The Grantee was unable to provide documentation (vendor invoices and cleared checks) to support claimed sponsorship fees totaling \$54,000 and \$112,000 for UNP4 and UNP5, respectively. For UNP5, the Grantee claimed \$68,000 of sponsorship fees under the category Personnel.
- The Grantee was unable to provide documentation (cleared checks, payroll register, and timesheets) to support claimed salaries totaling \$38,745 and \$45,210 for UNP4 and UNP5, respectively.
- A \$12,500 trailer charged to UNP4 was used to sell Grantee merchandise. The trailer was approved for purchase by the Board for use as an Oil Recycling Informational Kiosk.

In addition, the Grantee paid a commission to its CEO based on 10 percent of each grant reimbursement check less amounts invoiced from vendors. Although these commission amounts were not reported in the grant payment requests submitted to the Board, grant funds were used to pay the commission. The CEO was paid the commission through his consulting firm. In addition to his consulting firm, the CEO is also the CEO of Thunderhill Raceway Park, a for-profit subsidiary of the Grantee. We are uncertain whether there is an adequate arms length relationship for the three entities with respect to transactions related to the grants.

Lastly, the Grantee was awarded UNP5 to provide Statewide Outreach. This included 12 events in Southern California, as well as various events in Northern California. The Grantee did not provide adequate documentation to satisfy us that outreach efforts were performed at these events.

Criteria: The grants require the Grantee to maintain records and supporting documentation pertaining to the performance of the agreements for a minimum of three years after final payment. See Used Oil Nonprofit Grant Exhibit A, Section 10 for UNP4 and Section 5 for UNP5.

The Used Oil Nonprofit Grant Procedures and Requirements specifically state that profit or markup by the Grantee is prohibited.

The Used Oil Nonprofit Grant Procedures and Requirements specifically state that all expenditures must be incurred within the grant term. Moreover, the grantee certifies on the grant payment request that expenditure information is correct and grant funds will be expended in accordance with the grant agreement.

Recommendations: Remit \$234,928 to the Board for reimbursed ineligible expenditures. This amount is comprised of questioned costs offset by the retention (\$105,245 + \$157,210 - \$27,527). The Board will make the final determination and resolution of the questioned costs.

Ensure that all future claimed costs are in compliance with the grant agreements and adequately supported.

FINDING 2 Inadequate Separation of Duties

Condition: We found that accounting duties are not sufficiently segregated to protect grant funds from errors or irregularities. Specifically, the Grantee's Chief Executive Officer (CEO) performs a number of incompatible duties, such as preparing grant payment requests submitted to the Board, depositing receipts, authorizing disbursements, signing checks, and accessing to the blank check stock.

Criteria: An adequate system of internal control requires separation of duties for receipts and disbursements.

Recommendation: We recognize that a complete separation of duties is not possible in small organizations. However, the Grantee's Board of Directors should review deposits, disbursements, and bank reconciliations to minimize risks.

GRANTEE'S RESPONSE

Sports Car Club of America
San Francisco Region
PO Box 966
Willows, CA 95988

October 17, 2005

Department of Finance
Office of State Audits and Evaluations
300 Capitol Mall, Suite 801
Sacramento, CA 95814

Attention: Samuel E. Hull, Chief

Subject: Response to Draft Audit Report — Sports Car Club of America, Grant
Agreements UNP4-00-3310 and UNP5-02-13

Dear Mr. Hull

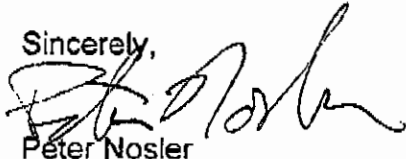
Attached is our response to the referenced draft audit sent to RJ Gordy, Regional Executive of the San Francisco Region, SCCA. I am the assistant Regional Executive and am forwarding on to you our response on behalf of Mr. Gordy and the Region.

Insofar as the draft audit only presents financial findings on the propriety of three contractual issues we have limited our response to arguing that the auditor's findings are not correct. No additional accounting data is being submitted at this time as the crux of the disagreement is one of deciding what is contractually correct relative to sponsorship, use of employees of a wholly owned subsidiary, and the dual use of a kiosk.

It is our understanding that following the issuance of a final version of the audit report we will have the opportunity to discuss these issues with the appropriate individuals representing the CIWMB.

Please direct any questions about our response or other relevant matters to me. My cell phone number is 650 867-7248 and my home address is 620 Hobart St, Menlo Park, CA 94025.

Sincerely,



Peter Nosler
Assistant Regional Executive,
San Francisco Region, SCCA

Cc: RJ Gordy SFRSCCA
Pete Whitman D&W

RESPONSE

Draft Audit Report of June 2005

October 18, 2005

Sports Car Club of America Grant Agreements

UNP4-00-3310 and UNP5-02-13

This response is written to comply with the indicated response procedures following our receipt of a draft audit report outlining negative findings in our performance under the two referenced grants.

Over six years ago Ross-Campbell brought to the attention of the San Francisco Region of the Sports Car Club of America the CIWMB grant program thinking that the extensive motor racing program that we produce every year would be a natural program where the state's oil recycling campaign could be successfully promoted and advanced. Our first submission based on event sponsorship, member education, and outreach was accepted by the CIWMB on November 1998. Our performance of that grant was praised by the CIWMB administrators as well as our own members as a highly effective program advancing the goals and requirements of the CIWMB's mission. Our second as well as our third grant submissions were accepted, each time with praise for the manner and effectiveness with which we pursued our work plan in the promotion of oil recycling.

Now, at the conclusion of six years of highly praised work to have key elements of our program disallowed is frustrating in the extreme. Throughout each grant we have worked closely with CIWMB administrators, periodic progress reports and pay requests were carefully reviewed, and the features of our program inspected first hand. Not once has the propriety of sponsorship or the employment costs of our administrators or even our kiosk been questioned as to our full compliance with the grant requirements.

Sponsorship

In both grants "Event Sponsorship" or "Exclusive name title rights" constitute 50% and 60% respectively of the non administrative budget amounts of each of the grants. The CIWMB recognized that each racing event attracted a daily average of some 300 competitors with several times that number of crew and spectators, all motor racing enthusiasts, as a powerful demographic able to significantly influence oil recycling. The market acceptance of naming rights in the motor racing community is well understood. "Infineon" corporation pays \$2 million per year for the naming rights of Sears Point raceway. Numerous other examples support the decision of CIWMB to pay SCCA \$1000 per day under UNP4 and \$2000 per day under UNP5.

Both grant contracts fully and properly incorporate the "sponsorship" program. The contractually required Budget and Work Statement for both grants clearly reference the sponsorship program. The methodology of setting a value on the

concept of sponsorship was given considerable thought in each grant. The earned value per each day of an event was deemed most appropriate and the actual amount due for each day's sponsorship was evaluated with care. The methodology (a daily amount) and the actual amount (\$1000 in UNP4 and \$2000 in UNP5) were accepted by CIWMB.

✓ It is noteworthy to mention the actual costs that the SCCA incurs in putting on these racing events. On average the costs of putting on a racing event exceed some \$30,000 per day. Data supporting the cost of each racing event were readily available to the auditors for all events covered by the two grants. About three fourths of this cost is covered by competitor entry fees with the balance made up of member dues and other fund raising programs. We are the premier amateur racing organization and we consistently draw very large numbers of competitors which is critical to any sponsorship program. However, we are constantly faced with the sensitivity of higher fees resulting in lower attendance and higher quality programs driving up costs.

*Ask Maria
this is true*

Recognizing the nature of our events as a significant asset is not a new concept. We were constantly looking for and finding organizations that saw the value in "naming rights" sponsorship. Now that the grant program is over we are again looking for ongoing sponsorship. Our next event will be sponsored. Obviously if the grant program did not utilize this asset we would have pursued similar sponsorship from other organizations.

Salary Expenses

Three individuals make up our program administration team: David Vodden as Project Director, Terry Taylor as Program Manager, and Blyth Bonds filling an administration role. Both Vodden and Taylor are employees of Thunderhill Raceway Park (TH) a wholly owned subsidiary of the San Francisco Region of The Sports Car Club of America (SFRSCCA). Bonds is an independent accounting contractor employed by SFRSCCA.

✓ All costs associated with the employment and salary payment to Vodden and Taylor were available to the auditors. Given the complexity of accounting for all the associated costs (office, phone, power, insurance, training, etc) of their employment we proposed, and CIWMB accepted, hourly rates for these two employees. This procedure was initiated in the first grant and followed carefully in the two subject grants. Settling on a carefully evaluated hourly rate is a common industry practice that avoids the lengthy and often contentious evaluation of what constitutes the real cost of an employee. Were there any questions as to the appropriateness of this approach or any question as to the appropriateness of the hourly amount it should have been addressed prior to the execution of our contract.

*Ask Maria
True?*

It is most noteworthy that the SFRSCCA could have merely listed TH as a subcontractor just as we did for Ross-Campbell and the administrative costs

would not have been challenged. In our first grant this issue was addressed and as TH is a wholly owned subsidiary of SFRSCCA we all concluded such a step was unnecessary. Furthermore, had we chosen this approach someone unaware that TH is a wholly owned subsidiary could have, upon learning of the relationship, questioned the propriety of such an arrangement. The approach we took is open and easily understood.

Blythe Bonds as an independent individual providing accounting services to the SFRSCCA the amounts paid to her were available to the auditors. However, the total cost of her services is also difficult to precisely define beyond the monthly fee paid to her. In this regard we offered an hourly rate and CIWMB accepted. Again this procedure was proposed in the first grant and carefully followed in the two subject grants.

KIOSK

In pursuing the work program for UNP4 some changes became necessary. Utilizing additional budget that then became available SFRSCCA proposed a change that would include the purchase of a "kiosk" for the purpose of distributing oil recycling information, provide large notable oil recycling advertising space, and most importantly provide a central point where knowledgeable oil recycling information could be disseminated. This was reviewed and approved by CIWMB. While CIWMB administration was well aware that we also sold other merchandise from this kiosk we were remiss in not thoroughly documenting this situation. While the purposes of the grant program were fully met with the kiosk we would agree that some reduction of the \$12,500 cost would be appropriate given our failure to fully disclose the sales program from the onset.

ADDITIONAL FINDINGS

Several additional issues were noted in the draft audit that warrant comment. We have maintained a long standing program that provides David Vodden a bonus for developing additional sources of revenue. The sponsorship portion of the CIWMB grants is such an item and he was paid from our general operating fund the indicated bonuses.

Oversight of Thunderhill is provided by a large board that is independent of the SFRSCCA. We believe we maintain a proper arms length relationship with our subsidiary. As you point out TH has a small administrative staff and the SFRSCCA is still smaller requiring each employee perform numerous duties. While we rely on the two boards of each organization to provide proper oversight we welcome any specific insights on how we can provide better management.

UNP5 requires that sponsorship and other work plan activities be carried out in Southern California. While schedule changes altered somewhat the initial outreach program, with CIWMB's full authorization we carried out a revised plan that met the statewide grant requirements.

CONCLUSION

It is difficult to find words of sufficient strength to convey our certainty that the full amount of sponsorship funds and the entire amount of administrative staff billed are due the SFRSCCA. The concept of sponsorship is easily understood and our contract is most clear in its incorporation. Similarly the costs due us for our administrative staff are equally clear. The circumstance of TH being a wholly owned subsidiary of the SFRSCCA in no way diminishes the proper costs we expended administering both grants. As for the kiosk expense we have indicated a willingness to strike a compromise based only on our communication shortfall and in no way because of any failure to perform the requirements of the grant.

Submitted by Peter Nosler, Assistant Regional Executive, San Francisco Region
Sports Car Club of America

EVALUATION OF RESPONSE

The Sports Car Club of America's (SCCA) elected not to provide additional accounting data to support the questioned costs. Therefore, we did not revise our findings. The Board will make the final determination and resolution of the questioned costs.

Department of
Finance Draft Audit
Report on Sports Car
Club of
America dated
September 16, 2005



DEPARTMENT OF
FINANCE

ARNOLD SCHWARZENEGGER, GOVERNOR

915 L STREET ■ SACRAMENTO, CA ■ 95814-3705 ■ WWW.CA.GOV

September 16, 2005

Mr. F. J. Gordy, Regional Executive
Sports Car Club of America
San Francisco Region
P.O. Box 966
Willows, CA 95988

Dear Mr. Gordy:

Draft Audit Report—Sports Car Club of America, Grant Agreements UNP4-00-3310 and UNP5-02-13

Enclosed is the draft report on our audit of the Sports Car Club of America's (Grantee) Used Oil Recycling grant agreements UNP4-00-3310 and UNP5-02-13 for the reporting periods November 1, 2000 through April 30, 2003 and May 1, 2003 through April 30, 2005, respectively. The Department of Finance, Office of State Audits and Evaluations, performed this audit under an interagency agreement with the California Integrated Waste Management Board (Board). The audit included a review of receipts, expenditures, internal controls, and compliance with certain grant agreement provisions.

The enclosed draft report is for your review and comments. We have also sent a copy of this report to the Board. Please provide us with a written response regarding the report within 10 working days of receipt for inclusion in the final audit report, and mail it to:

Department of Finance
Office of State Audits and Evaluations
300 Capitol Mall, Suite 801
Sacramento, CA 95814

If you have any questions regarding this report, please contact Frances Parmelee, Manager, or Rick Cervantes, Supervisor, at (916) 322-2985.

Sincerely

Samuel E. Hull, Chief
Office of State Audits and Evaluations

Enclosure

- Mr. David Vodden, CEO, Sports Car Club of America, San Francisco Region
- Ms. Helen Carriker, Branch Manager, Administration and Finance Division, California Integrated Waste Management Board
- Mr. Roger Ikemoto, Grants and Audits Manager, Administration and Finance Division, California Integrated Waste Management Board
- Ms. Bonnie Cornwall, Supervisor, Used Oil and Hazardous Waste Division, California Integrated Waste Management Board

A GRANT AUDIT

Sports Car Club of America, San Francisco Region
Used Oil Non-Profit Grants
Grants UNP4-00-3310 and UNP5-02-13
For the Period November 1, 2000
Through April 30, 2005

Prepared By:
Office of State Audits and Evaluations
Department of Finance

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PREFACE

The Department of Finance, Office of State Audits and Evaluations, performed this audit under an interagency agreement with the California Integrated Waste Management Board (Board).

The Board awarded two grants to the Sports Car Club of America (Grantee) for the Grantee to participate in the Used Oil Non-Profit Grant Program. The grants were in the amounts of \$199,860 (UNP4-00-3310) covering the period November 1, 2000 through April 30, 2003 and \$275,777 (UNP5-02-13) covering the period May 1, 2003 through April 30, 2005. The grant agreements were funded by the Used Oil Recycling Fund.

The objective of this audit was to determine the Grantee's fiscal compliance with the aforementioned grants. The audit also assessed the Grantee's compliance with applicable laws, regulations, and grant agreement requirements, as well as a review of internal controls. We did not assess the efficiency or effectiveness of program operations; this responsibility lies with the Board. The responsibility for financial reporting and compliance rests with the Grantee.

This report is intended for the information and use of Board and Grantee management. However, the report is a matter of public record and its distribution is not limited.

STAFF:

Frances Parmelee, CPA
Manager

Rick Cervantes, CPA
Supervisor

Marc Dermenjian



INDEPENDENT AUDITOR'S REPORT

Mr. Mark Leary, Executive Director
California Integrated Waste Management Board
1001 I Street, MS-1
P.O. Box 4025
Sacramento, CA 95814-4025

We have audited the accompanying Sports Car Club of America's (Grantee) *Statements of Revenue and Expenditures* (Statements) for grant agreements UNP4-00-3310 and UNP5-02-13, for the periods November 1, 2000 through April 30, 2003, and May 1, 2003 through April 30, 2005, respectively, executed between the Grantee and the California Integrated Waste Management Board (Board). These Statements were prepared from the Grantee's records and are the responsibility of Grantee management. Our responsibility is to express an opinion on the Statements based on our audit.

We conducted our audit in accordance with *Government Auditing Standards* issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to provide reasonable assurance as to whether the Statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the Statements. An audit also includes assessing the accounting principles used and significant estimates made by management. We believe that our audit provides a reasonable basis for our opinion.

The accompanying Statements were prepared, as described in Note 4, for the purpose of determining the Grantee's fiscal compliance with the aforementioned grant agreements. The Statements are not intended to be a presentation of the Grantee's total revenue and expenditures.

As discussed in the accompanying schedule of *Findings and Recommendations*, we identified questioned costs of \$262,455, which represent 56 percent of the total grant funds claimed for reimbursement. The total disallowed expenditures are comprised of \$105,245 and \$157,210 for UNP4-00-3310 and UNP5-02-13, respectively.

In our opinion, because of the effects of the matters discussed in the preceding paragraph, the Statements referred to above do not present fairly, in conformity with accounting principles generally accepted in the United States of America, the revenue and expenditures for grant agreements UNP4-00-3310 and UNP5-02-13 for the periods November 1, 2000 through April 30, 2003 and May 1, 2003 through April 30, 2005, respectively.

Compliance

In planning and performing our audit, we considered the Grantee's internal control over financial reporting in order to determine our auditing procedures for the purpose of expressing our opinion on the Statements and not to provide assurance on the internal control over financial reporting. However, we noted a matter involving the internal control over financial reporting and its operation that we consider to be a reportable condition. Reportable conditions involve matters coming to our attention relating to significant deficiencies in the design or operation of the internal control over financial reporting that, in our judgment, could adversely affect the Grantee's ability to record, process, summarize, and report financial data consistent with the assertions of management in the Statements. The reportable condition is described in the accompanying schedule of *Findings and Recommendations*.

Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Grantee's internal control over financial reporting in order to determine our auditing procedures for the purpose of expressing our opinion on the Statements and not to provide assurance on the internal control over financial reporting. However, we noted a matter involving the internal control over financial reporting and its operation that we consider to be a reportable condition. Reportable conditions involve matters coming to our attention relating to significant deficiencies in the design or operation of the internal control over financial reporting that, in our judgment, could adversely affect the Grantee's ability to record, process, summarize, and report financial data consistent with the assertions of management in the Statements. The reportable condition is described in the accompanying schedule of *Findings and Recommendations*.

A material weakness is a condition in which the design or operation of one or more of the internal control components does not reduce to a relatively low level the risk that misstatements in amounts that would be material in relation to the Statement being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. Our consideration of the internal control over financial reporting would not necessarily disclose all matters in the internal control that might be reportable conditions and, accordingly, would not necessarily disclose all reportable conditions that are also considered to be material weaknesses. However, we consider Finding 1 in the accompanying schedule of *Findings and Recommendations* to be a material weakness.

This report is intended solely for the information and use of Board and Grantee management, and is not intended to be and should not be used by anyone other than these specified parties. However, this report is a matter of public record and its distribution is not limited.

Samuel E. Hull, CPA
Chief, Office of State Audits and Evaluations
916: 322-2985

June 13, 2005

STATEMENT OF REVENUE AND EXPENDITURES

Sports Car Club of America
Used Oil Non-Profit Grant UNP4-00-3310
For the Period November 1, 2000 through April 30, 2003

Revenue:	Claimed and Approved by <u>the Board</u>
State Grant	\$ 197,289
Expenditures:	
Personnel	38,745
Professional	96,781
Sponsorships	4,000
Publicity/Education	57,463
Other	<u>300</u>
Total Expenditures	<u>197,289</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>

The accompanying notes are an integral part of this statement.

STATEMENT OF REVENUE AND EXPENDITURES

Sports Car Club of America
Used Oil Non-Profit Grant UNP5-02-13
For the Period May 1, 2003 through April 30, 2005

Revenue:	Claimed and Approved by <u>the Board</u>
State Grant	\$ 204,542
Expenditures:	
Publicity/Education	109,999
Personnel	<u>165,275</u>
Total Expenditures	275,274
Less Retention (Note 5)	<u>70,732</u>
Net Reimbursed Expenditures	<u>204,542</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>

The accompanying notes are an integral part of this statement.

SCHEDULE OF CLAIMED AND AUDITED EXPENDITURES

Sports Car Club of America
Used Oil Non-Profit Grant UNP4-00-3310
For the Period November 1, 2000 through April 30, 2003

Revenue:	<u>Claimed</u>	<u>Audited</u>	<u>Questioned</u>
State Grant	\$ 197,289	\$ 197,289	\$ 0
Expenditures:			
Personnel	38,745	0	38,745
Professional	96,781	84,281	12,500
Sponsorships	4,000	0	4,000
Publicity/Education	57,463	7,463	50,000
Other	<u>300</u>	<u>300</u>	<u>0</u>
Total Expenditures	<u>197,289</u>	<u>92,044</u>	<u>105,245</u>
Excess of Revenue over Expenditures	<u>\$ 0</u>	<u>\$ 105,245</u>	<u>\$ 105,245</u>

The accompanying notes are an integral part of this schedule

SCHEDULE OF CLAIMED AND AUDITED EXPENDITURES

Sports Car Club of America
Used Oil Non-Profit Grant UNP5-02-13
For the Period May 1, 2003 through April 30, 2005

Revenue:	<u>Claimed</u>	<u>Audited</u>	<u>Questioned</u>
State Grant	\$ 204,542	\$ 204,542	\$ 0
Expenditures:			
Publicity/Education	109,999	65,999	44,000
Personnel	<u>165,275</u>	<u>52,065</u>	<u>113,210</u>
Total Expenditures	275,274	118,064	157,210
Less Retention (Note 5)	<u>70,732</u>	<u>70,732</u>	<u>0</u>
Net Reimbursed Expenditures	<u>204,542</u>	<u>47,332</u>	<u>157,210</u>
Excess of Revenue over Expenditures	\$ <u>0</u>	\$ <u>157,210</u>	\$ <u>157,210</u>

The accompanying notes are an integral part of this schedule.

NOTES TO THE STATEMENTS OF REVENUE AND EXPENDITURES

Sports Car Club of America Used Oil Non-Profit Grants UNP4-00-3310 and UNP5-02-13 For the Period November 1, 2000 through April 30, 2005

NOTE 1 Description of the Reporting Entity

Founded in 1944 by amateur motor sports enthusiasts, the Sports Car Club of America (Grantee) today has over 65,000 members in 109 regional chapters. The nonprofit organization sanctions more than 2,000 amateur and professional motor sports events per year. The Grantee's San Francisco Region had general responsibility for these grants. *[Source: Grant Application]*

NOTE 2 Program Information

The California Integrated Waste Management Board (Board) administers the California Oil Recycling Enhancement Act, which includes the disbursement of Used Oil Nonprofit Grants (UNP) from the Used Oil Recycling Fund.

The Legislature enacted the California Oil Recycling Enhancement Act (Public Resources Code Sections 48600-48691) to reduce the illegal disposal of used oil, and to recycle and reclaim used oil to the greatest extent possible, in order to recover valuable natural resources and to avoid damage to the environment and threats to public health. The intent of the grant funds is to encourage nonprofits to expand, implement, and/or improve their used oil collection opportunities.

NOTE 3 Descriptions of Grant Contracts

The Grantee received two grants, a \$199,860 grant award (grant agreement UNP4-00-3310) and a \$275,777 grant award (grant agreement UNP5-02-13), to promote recycling and use of remanufactured oils at the "Race to Recycle Oil Racing Series" at various race facilities throughout California. The grant terms covered the periods November 1, 2000 to April 30, 2003 (UNP4-00-3310) and May 1, 2003 through April 30, 2005 (UNP5-02-13).

NOTE 4 Summary of Significant Accounting Policies

The Statements presented in this report were prepared from the Grantee's accounts and financial transactions. The Statements summarize revenue and expenditures recorded by the Grantee during the reporting periods referenced in Note 3.

The Board retained \$70,000 in reimbursements to the Grantee pending completion of this audit.

NOTE 5 UNP5-02-13 Retention

The Board retained \$70,000 in reimbursements to the Grantee pending completion of this audit.

FINDINGS AND RECOMMENDATIONS

During our audit of grant agreements UNP4-00-3310 (UNP4) and UNP5-02-13 (UNP5), we identified reportable internal control and compliance issues requiring corrective action. The following recommendations, if implemented, will improve the Grantee's fiscal control over grant funds and protect Grantee and state interests in the event of disputes.

FINDING 1

Inadequate Fiscal Controls and Questioned Costs

Condition

The grant payment requests submitted to the Board did not agree with the expenditures listed in the Grantee's general ledger account. Specifically, the general ledger did not reflect \$105,245 and \$157,210 in claimed expenditures for UNP4 and UNP5, respectively. Because claimed expenditures were greater than actual expenditures reflected on the Grantee's general ledger, a profit was made. For those disallowed expenditures, we noted the following issues:

- The Grantee was unable to provide documentation (vendor invoices and cleared checks) to support claimed sponsorship fees totaling \$54,000 and \$112,000 for UNP4 and UNP5, respectively. For UNP5, the Grantee claimed \$68,000 of sponsorship fees under the category Personnel.
- The Grantee was unable to provide documentation (cleared checks, payroll register, and timesheets) to support claimed salaries totaling \$38,745 and \$45,210 for UNP4 and UNP5, respectively.
- A \$12,500 trailer charged to UNP4 was used to sell Grantee merchandise. The trailer was approved for purchase by the Board for use as an Oil Recycling Informational Kiosk.

In addition, the Grantee paid a commission to its CEO based on 10% of each grant reimbursement check less amounts invoiced from vendors. Although these commission amounts were not reported in the grant payment requests submitted to the Board, grant funds were used to pay the commission. The CEO was paid the commission through his consulting firm. In addition to his consulting firm, the CEO is also the CEO of Thunderhill Raceway Park, a for-profit subsidiary of the Grantee. We are uncertain whether there is an adequate arms length relationship for the three entities with respect to transactions related to the grants.

Lastly, the Grantee was awarded UNP5 to provide Statewide Outreach. This included 12 events in Southern California, as well as various events in

in Southern California. The Grantee did not provide adequate documentation to prove that outreach efforts were performed at these events.

The grants require the Grantee to maintain records and supporting documentation pertaining to the performance of the agreements for a minimum of three years after final payment. See Used Oil Nonprofit Grant Exhibit A, Section 10 for UNP4 and Section 5 for UNP5.

The Used Oil Nonprofit Grant Procedures and Requirements specifically state that profit or markup by the Grantee is prohibited.

The Used Oil Nonprofit Grant Procedures and Requirements specifically state that all expenditures must be incurred within the grant term. Moreover, the grantee certifies on the grant payment request that expenditure information is correct and grant funds will be expended in accordance with the grant agreement.

Recommendations: Remit \$191,723 to the Board for reimbursed ineligible expenditures. This amount is comprised of questioned costs offset by the retention (\$105,245 + \$157,210 - \$70,732). The Board will make the final determination and resolution of the questioned costs.

Ensure that all future claimed costs are in compliance with the grant agreements and adequately supported.

FINDING 2

Inadequate Separation of Duties

Condition: We found that accounting duties are not sufficiently segregated to protect grant funds from errors or irregularities. Specifically, the Grantee's Chief Executive Officer (CEO) performs a number of incompatible duties, such as preparing grant payment requests submitted to the California Integrated Waste Management Board (Board), depositing receipts, authorizing disbursements, signing checks, and accessing to the bank check stock.

Criteria: An adequate system of internal control requires separation of duties for receipts and disbursements.

Recommendation: We recognize that a complete separation of duties is not possible in small organizations. However, the Grantee's Board of Directors should review deposits, disbursements, and bank reconciliations to minimize risks.

Final report for grant UNP5-02-12



SPORTS CAR CLUB OF AMERICA (SCCA)

San Francisco Region

"OIL RECYCLING CHAMPIONS"

Contract #UNP5-02-13



California Integrated Waste Management Board

Final Report

May 1, 2003 – April 30, 2005

Introduction:

The Sports Car Club of America's "Oil Recycling Champions" program was conducted successfully through out the grant period from May 2003 through April 2005. As a result of this program, used oil and filter recycling activity, along with awareness among the target groups, increased significantly due to the efforts of the SCCA through this CIWMB grant. Correcting misconceptions and adding to the credibility of the use of re-refined oils and the extension of oil change intervals recognizing manufacturer recommendations versus traditional "every 3000 miles" was also achieved.

There were over 81 race days at 6 tracks across the State of California – expanding the outreach from previous efforts. Plus, this program promoted not only the recycling of used oil and filters, but also the use of re-refined oil and the extending of oil-change intervals.

1 Developed through the experience of the "Race to Recycle Oil" program, the "Oil Recycling Champions" used a similar method of public education through positive, repetitive and creative exposure of the used oil and filter message through sports / auto racing related marketing. Although the grant is 100% complete, the message of this program will continue to influence individuals to recycle their used motor oil and filters. The SCCA/ORC motor sports program uses high-energy, sensory marketing mediums and adds here-to-fore unattainable credibility to a difficult social-environmental challenge. This "non-traditional" effort works because it is so different. It reaches California consumers in a way that gets through traditional social marketing roadblocks. It causes people to re-think their current beliefs and behaviors and, ultimately, to modify those behaviors.

"Oil Recycling Champions" Campaign Activities:

1. General Event Sponsorship

- **Activity 1A:** Exclusive Title Rights Sponsorship of the 2003-2005 Sports Car Club of America (SCCA) Championship Road Racing Series: "Oil Recycling Champions"
- **Activity 1B:** Inclusion of "Oil Recycling Champions" and CIWMB used oil Recycling message on all pre-event SCCA materials
- **Activity 1C:** Inclusion of "Oil Recycling Champions" name and message on all brochures, programs, patches, premiums, and other outreach materials
- **Activity 1D:** Sponsorship of SCCA Races
- **Activity 1E:** "Oil Recycling Champions" name and message on all SCCA media

2. On-site Promotions

- **Activity 2A:** Promotion of on-site oil recycling facilities to racers, spectators
- **Activity 2B:** Establishment of new filter collection opportunities at race tracks
- **Activity 2C:** Promotion of racers using re-refined oil during PA announcements and display boards
- **Activity 2D:** Regular PA announcements of the used oil recycling message
- **Activity 2E:** "Wrapped" pace car to appear at a total of 125+ race events throughout California
- **Activity 2F:** Bumper Stickers on racers' vehicles
- **Activity 2G:** "Oil Recycling Champions" logo and message on all banners displayed at the raceways
- **Activity 2H:** Uniform patches for all drivers and mechanics
- **Activity 2I:** "Oil Recycling Champions" message included on all media coverage of events
- **Activity 2J:** Inclusion of "Oil Recycling Champions" message on all t-shirt apparel.
- **Activity 2K:** On-site promotion of used oil/filter recycling and re-refined oil via one-on-one interaction with attendees and spectators
- **Activity 2L:** On-site sales at racetracks of re-refined oil to spectators and other attendees

- **Activity 2M:** Distribution/solicitation of pledge forms to all attendees/spectators at SCCA events to encourage used oil/filter recycling and use of re-refined oil
- **Activity 2N:** Set-up and staffing of "Oil Recycling Champions" display and booth
- **Activity 2O:** Distribution of participating city/county used oil recycling materials
- **Activity 2P:** VIP hosting of state and local agencies during race events with special hospitality area

3. Off-site Promotions

- **Activity 3A:** Updates on all promotional activity on the SCCA website
- **Activity 3B:** SCCA Oil Recycling Champions to participate in off site special car events
- **Activity 3C:** SCCA Oil Recycling Champions to participate in NASCAR, CART, ALMS, and other special motor racing programs with SCCA booth/display
- **Activity 3D:** Oil/filter pledge-signers recognition on SCCA website and "The Wheel" magazine
- **Activity 3E:** Mailing to SCCA Membership to conduct an oil/filter recycling survey
- **Activity 3F:** Point-of-sale material promotion with select retail sites
- **Activity 3G:** End of year banquet celebration for winners
- **Activity 3H:** CIWMB and other special guests included in all banquets and ceremonies
- **Activity 3I:** Awards/plaques for all "Oil Recycling Champions"; CIWMB logo and used oil recycling message included
- **Activity 3J:** deleted
- **Activity 3K:** Series of display advertisements (16 minimum) in bi-monthly issues of "The Wheel" Ads to include used oil message, pledge forms, surveys, etc. Each ad will be half-page in size
- **Activity 3L:** Free media outreach to all local, state, and national publications prior to each on- and off-site event. Publication to include National Speed Sport News, Speed Vision, ESPN and general local media
- **Activity 3M:** Billing insert in ballot mailing to all SCCA members
- **Activity 3N:** School presentations

4. Promotional Materials Production

- **Activity 4A:** New campaign logo/slogan/image for "Oil Recycling Champions"
- **Activity 4B:** Vehicle "wrap" of SCCA utility vehicle
- **Activity 4C:** Race track banners
- **Activity 4D:** Newspaper advertisement for "The Wheel"
- **Activity 4E:** Point-of-sale materials for auto parts retailers, etc.
- **Activity 4F:** Printed materials: brochures/pledge forms/surveys
- **Activity 4G:** Premium items: patches, oil recycling champions stickers, drainer containers, and oil rags with "Oil Recycling Champions" logo, etc.
- **Activity 4H:** I-5 Freeway billboard sign + 3 month posting
- **Activity 4I:** School presentation pledge forms and magnets

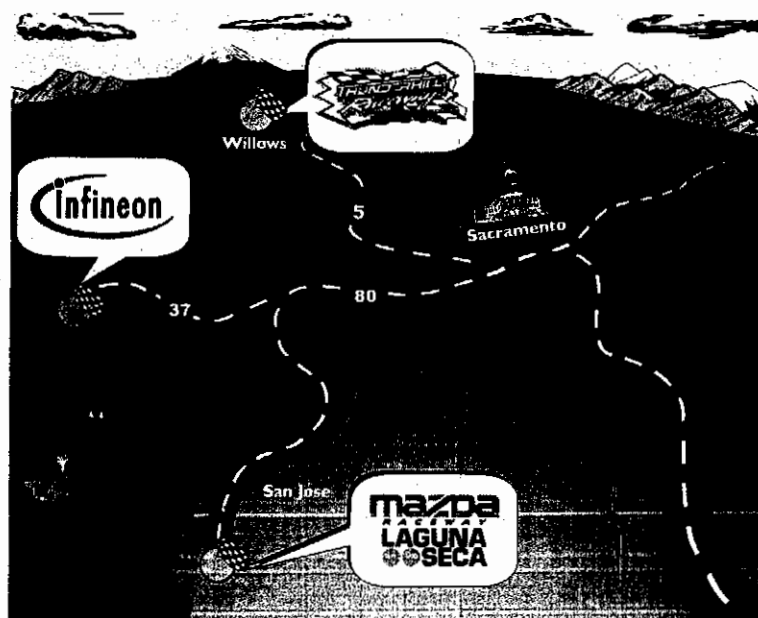
5. Evaluation Measures

- **Activity 5A:** Bi-annual inventory tracking of all events and materials
- **Activity 5B/5C:** Surveys/pledge forms via "The Wheel" ad and SCCA billing insert
- **Activity 5D:** Annual on-site surveys with spectators and attendees at race events
- **Activity 5E/5F:** Website/E-mail surveys
- **Activity 5G:** Focus group survey with 10-12 SCCA participants

Summary of Activities:

- **Activity 1A: Exclusive Title Rights Sponsorship of the 2003-2005 Sports Car Club of America (SCCA) Championship Road Racing Series: "Oil Recycling Champions"**

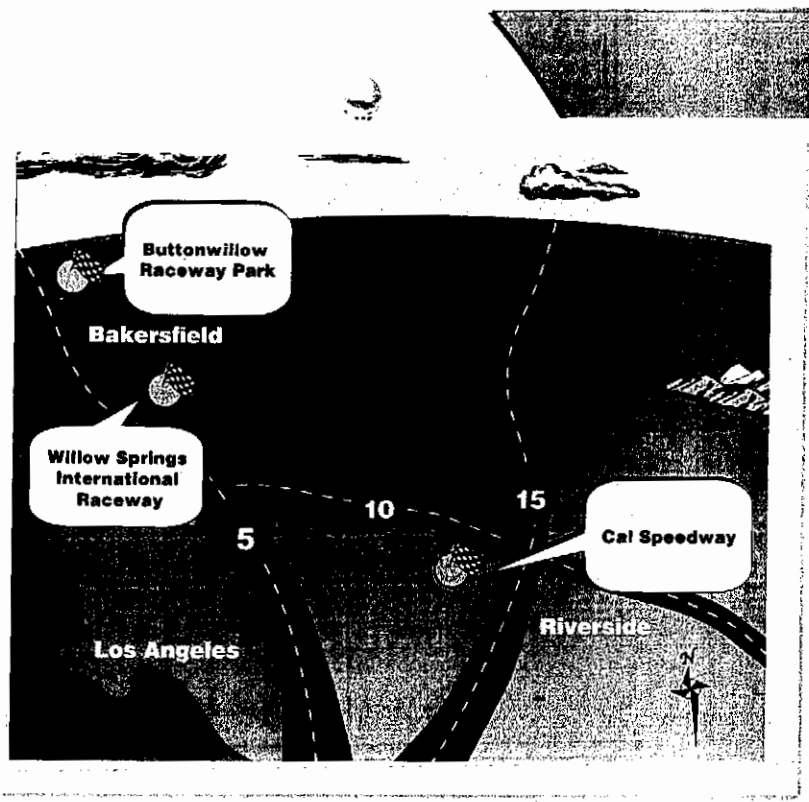
The "Oil Recycling Champions" title sponsorship races ran according to plan. Each racing event was at least two days long and provided maximum exposure for the oil recycling message and activities. The first day of the event, racers, crews, club members and spectators registered at the registration booth. The SCCA rules were disbursed, "Oil Recycling Champions" deliverables such as patches and bumper stickers were provided to the racers, and the qualifying races began. SCCA "Oil Recycling Champions" banners were placed in high visibility areas around the track. The program's message, logo and the CIWMB used oil logo are included in all communications with the racers, crew and SCCA club members.



There were 81 race days held statewide during the term of the grant! Races were held at three Northern California and three Southern California locations including: Thunderhill Raceway, Laguna Seca Raceway, Infineon Raceway, Buttonwillow Raceway, Willow Springs Raceway and California Speedway. The maps shows the track locations.

(For a complete list of races and dates, please see Activity 1D)

SCCA officials such as David Vodden, Terry Taylor, SCCA Board Members and SCCA volunteers were at all events in order to coordinate the sponsorships, answer questions, distribute materials, etc. Throughout each race day, announcers at the track delivered the oil/filter recycling message. These announcements provided up-to-date information to the racers, crew, club members and spectators regarding the "Oil Recycling Champions" sponsorship.



- **Activity 1B: Inclusion of "Oil Recycling Champions" and CIWMB used oil recycling message on all pre-event SCCA materials**

Pre-event press releases were distributed to various racing publications and media contacts. All pre-event press releases included the "Oil Recycling Champions" title and sponsorship message: "Recycle used oil and filters at the race track(s) and at all certified centers."

We have also included the "Oil Recycling Champions" message in the SCCA's monthly newspaper - The Wheel. Advertisements in The Wheel detailed the purpose and intent of the grant as well as directed readers to proper recycling resources. The Wheel displayed individual profiles throughout the term of the grant. The ads included photos and quotes from the "Oil Recycling Champions" who recycle used oil/filters. This form of advertisement makes the "Oil Recycling Champion" message more personable, connecting the faces with practices. It also draws the attention of drivers, fans and friends.

During the second reporting period The Wheel ran surveys. Survey questions were derived from the survey printed on the brochure produced during the first reporting period. Both surveys as well as new Champion profiles continued to run in The Wheel through the completion of the grant period.

- **Activity 1C: Inclusion of "Oil Recycling Champions" name and message on all brochures, programs, patches, premiums, and other outreach materials**

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All race event schedules, brochures, flyers, banners, premium items and other items included the "Oil Recycling Champions" logo and slogan. These items have become extremely beneficial in spreading the used oil/filter recycling message. The deliverables create a visual reminder that recycling used oil is the right thing to do. Through this continued presence at the racetracks, everyone involved with the racing series has been enthusiastic about recycling and their involvement with this sponsorship/educational program. This enthusiasm has been carried forward into their home communities, work places and other social activities in which they are involved. In short, the SCCA membership, some 8000 strong, has all become ambassadors of the program in varying degrees.

As a bonus activity, the SCCA incorporated the "Oil Recycling Champions" title and logo on additional premium items that were not funded by the grant. Thousands of pins and T-shirts, sweaters, etc.,

were developed for individual races and referenced the campaign. Over 1,000 shirts were produced for ORC events during the grant period. An estimated 10,000 impressions were made when people wore this apparel around the tracks. An equal or greater number of secondary and tertiary impressions have been made with the apparel being worn outside the race environment. This additional recognition helped spread the recycling message to those individuals who do not or are not able to attend racing events.



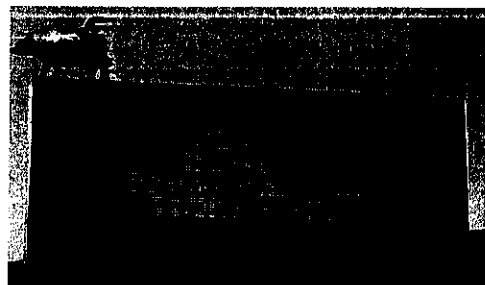
• **Activity 1D: Sponsorship of SCCA Races at:**

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Racing events occurred at the following six tracks during the period of the grant:

- Infineon Raceway - Sonoma, CA - 6 days over 3 events
- Thunderhill Park - Willows, CA - 39 days, 16 events
- Laguna Seca - Monterey, CA - 28 days, 10 events
- Buttonwillow Raceway - Bakersfield, CA - 3 days, 1 event
- California Speedway - Fontana, CA - 3 days, 1 event
- Willow Springs Raceway - Rosamond, CA - 2 days, 1 event

SCCA personnel were available during events to disseminate helpful information about the "Oil Recycling Champions" program. At each race, personnel handed out promotional items and informational flyers, as well as made announcements regarding used oil and filter recycling locations, and more.



- **Activity 1E: "Oil Recycling Champions" name and message on all SCCA media**

Articles on the SCCA's website (see Activity 3A) and advertisements in The Wheel served as reminders for the campaign message before, during and after each racing event. Free media advertisements and activities were on going throughout the "Oil Recycling Champions" campaign.

2. On-site Promotions

- **Activity 2A: Promotion of on-site oil recycling facilities to racers, spectators**

Signage and PA announcements at the race tracks reminded racers, participants, and spectators that recycling used oil and filters at the track is important, easy and convenient. Racetracks currently recover several thousand gallons of used motor oil each year through their established recycling facilities. SCCA workers and volunteers promoted these facilities and answered questions from potential recyclers at the "Oil Recycling Champions" tent during the entirety of the grant.

- **Activity 2B: Establishment of new filter collection opportunities at race tracks**



Infineon Raceway and Laguna Seca Raceway currently have oil filter collection facilities; Thunderhill Park in Willows now also has a newly installed site. The SCCA worked with Chico Drain Oil Service on the effort. The contractor has provided Thunderhill Park with two 55-gallon drums that are on-site to house the filters. The "Oil Recycling Champions" team worked to increase the number of filters recycled at the center throughout the term of the grant and will continue to do so after the grant's completion.

- **Activity 2C: Promotion of racers using re-refined oil during PA announcements and display boards**

A number of race vehicles currently use re-refined oil, the most visible being the SCCA pace car and utility vehicle. PA announcements were made whenever these vehicles were on the track. The wrapped SUV event vehicle also uses re-refined oil and this fact was highlighted on display boards.

- **Activity 2D: Regular PA announcements of the used oil recycling message**

During a typical two-day event, announcers delivered approximately 20 messages encouraging those in attendance to recycle used oil and filters. Under the auspice of the Oil Recycling Champions, they explained how and why recycling is a public responsibility. The SCCA gave announcers scripts, but the speakers formulated the message in their own words to make it more personable and communicative.

- **Activity 2E: "Wrapped" pace car to appear at a total of 125+ race events throughout California**

The "Oil Recycling Champions" used a wrapped SUV as a promotional tool during all race events and other SCCA activities. This Chevy Tahoe circled the edge of the track during every Oil Recycling Champions race and at numerous other events around the state. Because it is a utility vehicle, it was also used for errands around facilities – providing for even more exposure for the program and the oil-recycling message.



• **Activity 2F: Bumper Stickers on racers' vehicles**

Over ten thousand bumper stickers/decals have been produced and distributed with the Oil Recycling Champions logo and message. Most of these stickers were distributed to event participants/racers for permanent display on their vehicle; others were given to spectators in exchange for an oil recycling pledge. Stickers were also distributed to attendees at special events, including the Auto Show at the Moscone Convention Center in San Francisco. The stickers continuously remind participants to recycle their used oil through the Oil Recycling Champions message.

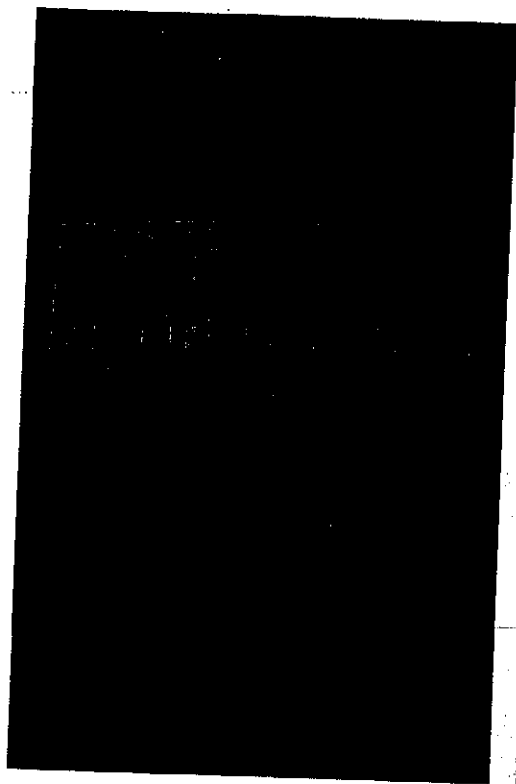
In the beginning of the grant term, SCCA delivered the stickers, as well as a brief explanation of the Oil Recycling Champions campaign to all drivers participating in the series. In order to race in an "Oil Recycling Champions" sponsorship race, the participants were required to affix three stickers to their race car: one on each side and one on the rear of the vehicle. The racers were eager to comply and most placed the new "Oil Recycling Champions" sticker right next to last season's "Race to Recycle Oil" decal. This allows for double exposure of the used oil and filter-recycling message.

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Via



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- Activity 2G: "Oil Recycling Champions" logo and message on all banners displayed at the raceways

Twenty-two banners have been produced displaying the "Oil Recycling Champions" logo and message. These banners are present at all "Oil Recycling Champions" sponsored events, as well as off-site events including the classroom presentations. They are placed in highly visible tent and track areas, including the SCCA booth, the registration booth, along the fence of the track and surrounding concession stands. A few Oil Recycling banners have been permanently affixed to raceway fences providing year-round exposure to the message and logos. SCCA also displays the banners at community events that are not sponsored by "Oil Recycling Champions" in order to further the impact of the used oil-recycling message.

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- **Activity 2I: "Oil Recycling Champions" message included on all media coverage of events**

Press releases were distributed to various race and event publications and news departments prior to many races. Work was done throughout the grant term to receive coverage and spread the campaign's message to the general public.



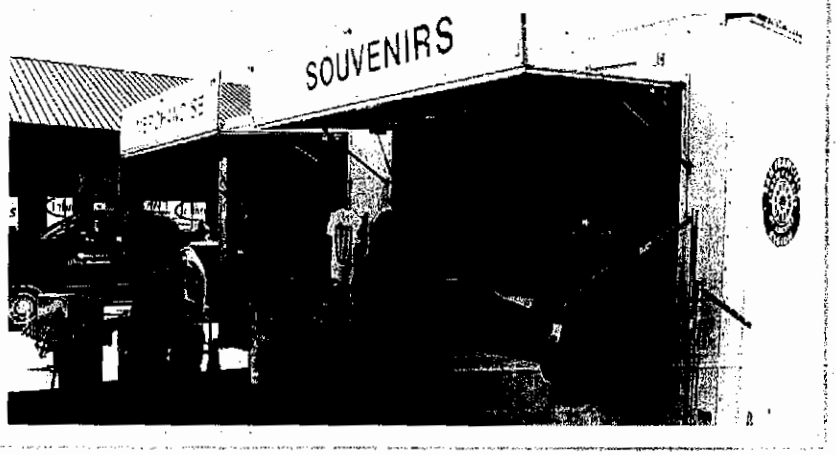
Event T-shirts, sweaters and other novelty merchandise was produced for most ORC race events. Every shirt contained the campaign theme, the oil-drop logo and the ORC message. The T-shirts and sweaters were not billed to the grant. As previously stated, T-shirts provided thousands of extra impressions when subsequently worn at outside racing events, within the local drivers communities and at other sporting events.

- **Activity 2K: On-site promotion of used oil/filter recycling and re-refined oil via one-on-one interaction with attendees and spectators**

Everyone who attended or participated in an "Oil Recycling Champions" race event became more aware about recycling used oil and filters as well as the possibilities of re-refined oil. Each track in Northern California has a center for collecting used oil and filters. Thunderhill Park has a used oil-recycling center that annually recycles eight hundred gallons of used oil. It is also home to a new oil filter collection site (See Activity 2B.) When spectators and attendees approached the SCCA booth, they are informed of these recycling opportunities. (See Activity 2M.) SCCA staff discussed oil and filter recycling procedures as well as the importance of using re-refined oil (a supply of re-refined oil is at each event – see activity 2L).

- **Activity 2L: On-site sales at racetracks of re-refined oil to spectators and other attendees**

The SCCA provided re-refined oil for display and sale at race events despite the limited sources available for most types of re-refined oil. However, staff will continue to increase the exposure and inform patrons of "Oil Recycling Champions" about the benefits of re-refined oil through one-on-one interaction and previously produced re-refined oil promotional materials. Refuting long-held negative bias about re-refined oils among a clientele deemed to be "experts" in the area of oil performance and use has been a significant benefit of the program.



- **Activity 2M: Distribution/solicitation of pledge forms to all attendees/spectators at SCCA events to encourage used oil/filter recycling and use of re-refined oil**

To date, thousands of pledge forms have been distributed to SCCA members and to event spectators from the SCCA/Oil Recycling Champions booth and through direct mailing packets/ballots. Hundreds of pledge forms have been returned from all parts of the state. In addition, pledges have been returned via e-mail.

- **Activity 2N: Set-up and staffing of "Oil Recycling Champions" display and booth**

The "Oil Recycling Champions" booth was set up in a highly visible area at all racing events. A display was also set up at many off-site events. (See Activities 3B and 3C.) During sponsored races, the booth attracted between 100-1000 people. Staff was available to discuss oil/filter recycling and re-refined oil with racers and spectators. Those interested could also complete a brochure/pledge/survey, and receive an oil rag, drainer container, bumper sticker, or other premium item bearing the "Oil Recycling Champions" information in return.

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The booth area consisted of a professional kiosk-trailer emblazoned with the Oil Recycling message on three sides. It has exterior lighting and presents an impressive venue for the ORC message and SCCA ORC merchandise. On occasion, the team still utilizes an EZ-Up 10x10 tent (with tables and chairs underneath) that was produced under the previous "Race To Recycle Oil" project. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB used oil logo screen printed on four sides in three colors.

By keeping the "Race to Recycle Oil" logo on the tent in combo with the "Oil Recycling Champions" message, the SCCA provided a sense of continuity

to event attendees. We wanted those people who participated in the previous grant to know that they are still able to obtain information regarding oil/filter recycling. However, the tent framework also allows for a hanging backdrop where the "Oil Recycling Champions" logo could be displayed. The new banner provided something to attract "Race to Recycle Oil" participants as well as the race logo that attracted new visitors.

Also displayed at the booth was the portable educational display produced during the previous Race To Recycle Oil project. This display educated viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series.

• **Activity 20: Distribution of participating city/county used oil recycling materials**

Local used oil programs are always invited to participate in the regional "Oil Recycling Champions" campaign. The Oil Recycling Champions booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and others were welcome to staff the booth with SCCA personnel to talk about specific local programs. Local residents, racers, crew members and spectators were educated about locations in their city or county where they can recycle their used motor oil. PA Announcements throughout the day at the race events reminded individuals to visit the tents for more information. During previous periods, the program has teamed up with Monterey, San Francisco, and Glenn Counties.

While the campaign was encouraged by the participation of these three jurisdictions, we were eager to include other agencies in our efforts as well. The three main tracks used for Oil Recycling Champions events incorporate large regions that include many city and county areas. Participants and spectators drawn to the three tracks will most likely be from the following areas:

- Thunderhill Park: Glenn, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento Counties
- Infineon Raceway: Napa, Marin, San Francisco, Sonoma, Solano Counties
- Laguna Seca: Monterey, Santa Cruz, Salinas, Santa Clara Counties

The SCCA requested participation by these localities, thus expanding the efforts in which the SCCA is currently engaged. Exchanging ideas with local jurisdictions and distributing their customized materials broadens the possibilities of outreach and effective oil recycling education.

- **Activity 2P: VIP hosting of state and local agencies during race events with special hospitality area**

State and local agencies have been encouraged to attend selected Oil Recycling Champions race events. During the previous reporting period, local and state/CIWMB officials were invited to a special VIP event on November 6, 2004 at Thunderhill Raceway and the SCCA Awards Banquet on January 15, 2005.

3. Off-site Promotions

- **Activity 3A: Updates on all promotional activity on the SCCA website**

The web site for the San Francisco Region of the SCCA includes all the details of the "Oil Recycling Champions" series. The site also maintains references to "Race to Recycle Oil." It can be accessed through following address:

www.sfrscca.org

(look for the Oil Recycling Champions link in the upper left corner)

The web site continues to display the "Oil Recycling Champions" logo and current information about the race series. It has provided detailed information regarding the "Oil Recycling Champions" race series, a survey, schedules, information about certified used oil collection centers, re-refined oil, used oil publications and much more. After the grant ends we will continue to oversee and work with the Webmaster to update the web site with new information.

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San Francisco Region

Home Join SCCA Road Race



SFR Road Race

Click photo for larger image. Race images courtesy of SCCA.

Be a participant --- not just a fan!



The San Francisco Region SCCA sponsors and promotes

This site averages approximately 30,000 hits per month. In the month of November, 2004 for example, the "Oil Recycling Champions" logo was displayed 19,810 times, the "Race to Recycle Oil" logo was displayed 14,606 times and the customized "Oil Recycling Champions" page was requested 707 times. The website served up over 154,000 pages of information during the sample month. In addition, the SCCA web site is linked to a number of other specialty web sites resulting in even greater access to the ORC messages.

• **Activity 3B: SCCA Oil Recycling Champions to participate in off site special car events:**

- San Francisco International Auto Show
- Cool April Nights
- Glenn County Car Show
- Hot August Nights
- San Jose Car Show

The SCCA is constantly attending events to promote the "Oil Recycling Champions" race series and oil recycling message. During the third reporting period, the campaign attended the San Francisco International Auto Show, attended by thousands of people. At each of these events, the wrapped Chevy Tahoe was displayed (see 2E), along with the "Oil Recycling Champions" banner and the Race to Recycle Oil educational kiosk. Brochures/pledge forms were also distributed to attendees.

- **Activity 3C: SCCA Oil Recycling Champions to participate in NASCAR, CART, ALMS, and other special motor racing programs with SCCA booth/display**

During the reporting period, the ORC program and various iterations of the message were presented on seventeen (17) additional race days at a combination of NASCAR, American Lemans Series (ALMS), Championship Auto Racing Teams (CART), and high-profile vintage events including the Wine County Classic at Infineon and the Monterey Historics at Laguna Seca. SCCA equipment and staff, all carrying the "Oil Recycling Champions" logo and message in differing forms, greeted and served the huge audiences making them aware of the SCCA/ORC partnership. From this comes a greater awareness of/association with the act of recycling oil and filters and the use of re-refined oils and the high-society world of motor sports.

People love to copy the behaviors and life styles of the auto racing stars. This is why motor sports is the number one marketing tool for creating brand awareness and acceptance in the world.

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For example, at no charge to the grant, the Bay Area Chapter of the SCCA Solo II program collaborated with the County of San Francisco on a Solo II event at Candlestick Park wherein they shared the SCCA's "Oil Recycling Champions" materials to deliver the oil and filter-recycling message. Identical events occurred at Oakland Coliseum and in Merced County at Castle Air base involving Solo II events.

- **Activity 3D: Oil/filter pledge-signers recognition on SCCA website and "The Wheel" magazine**

The Wheel recognized oil/filter pledge-signers during the grant period. The display ads show pictures of racers who recycle used oil/filters as well as the vehicle they race. The half page ad also contains an article/profile. The articles include information such as the racer's history, frequency, method and philosophy of recycling used motor oil/filters. This form of advertisement makes the "Oil Recycling Champion" message more personable. Plus, it awards recycling racers as well as draws the attention of fans and friends.

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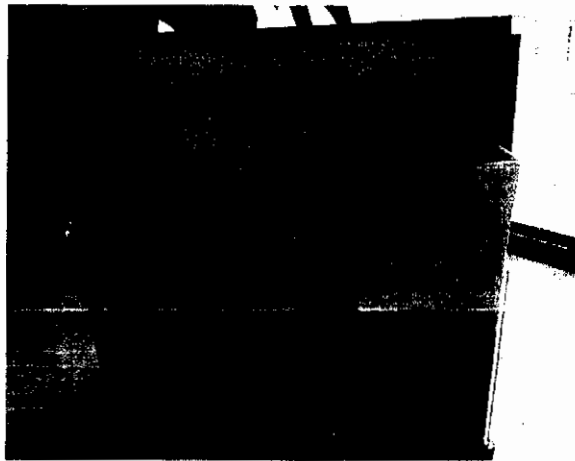
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- **Activity 3E: Mailing to SCCA Membership to conduct an oil/filter recycling survey**

As mentioned in Activity 2M, "Oil Recycling Champions" produced and distributed a brochure/pledge/survey. The brochure portion included a description of the program; information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. The survey portion was designed to track recycling habits as well as to ascertain the level of knowledge about the "Oil Recycling Champions" program. It was printed on a perforated card so that it could easily be detached by the respondent and returned via mail. The original goal was to require membership to be validated via obtaining 10 pledges, however, this became too difficult to administer.

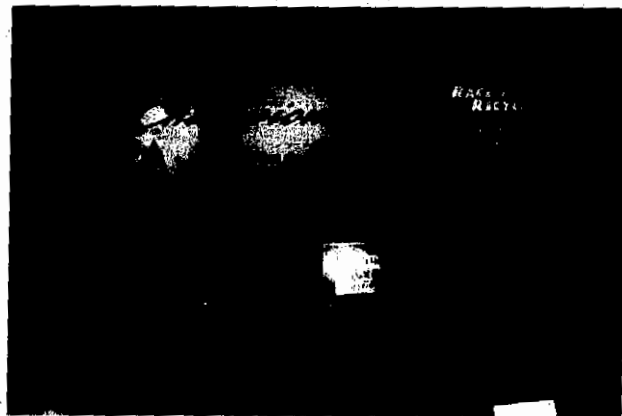
- **Activity 3F: Point-of-sale material promotion with select retail sites**

Point-of-sale promotions were produced and put on display. Each featured the "Oil Recycling Champions" logo, including the 1-800-CLEANUP resource number, and a section to hold the brochure/pledge/surveys. SCCA members installed the displays in selected auto-related retail stores in northern California. The displays are also placed around racetracks and in the "Race Central" areas of the tracks to promote the use of re-refined oil to racers and spectators.



- **Activity 3G: End of year meeting / banquet celebration for winners**

The end of the year annual meeting of the SCCA was held in Santa Clara on November 18th. A full contingent of Club members heard the results of the Club's elections and more about the "Oil Recycling Champions" program. At this gathering, club members were once again made aware of the unique and effective partnership between the SCCA and the CIWMB and the value of the message contained therein.



- **Activity 3H: CIWMB and other special guests included in all banquets and ceremonies**

CIWMB personnel and other guests of SCCA were invited to attend the end of the year banquet on January 15, 2005 in San Ramon. The banquet had an attendance of close to five hundred people associated with SCCA and CIWMB. Both the "Race to Recycle Oil" and "Oil Recycling Champions" banners were hung on the stage at the event. This provided transition through the two campaigns, taking guests from the beginning of efforts to increase used oil recycling, to the conclusion of the second campaign. Speakers at the events included: SCCA Regional Executive, R. J. Gordy; Chairman of the Board of SCCA, Topeka Kansas, Gary Pitts, San Francisco Region Properties-Chairman of the Board, Mike Smith plus a number of celebrity presenters throughout the gala. All Championship awards included a reference to the Oil Recycling Championship.

- **Activity 3I: Awards/plaques for all "Oil Recycling Champions"; CIWMB logo and used oil recycling message included**

The yearly banquet for SCCA membership continued to be an excellent opportunity to give a high-profile push to the "Oil Recycling Champions" series. Awards were given to highlight those participating in the "Oil Recycling Champions" program. Information about the program was also disseminated. The displaying of campaign banners again emphasized the importance of the racing series.

- **Activity 3J: deleted**

- **Activity 3K: Series of display advertisements (16 minimum) in bi-monthly issues of "The Wheel" Ads to include used oil message, pledge forms, surveys, etc. Each ad will be half-page in size**

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Oil Recycling Champions ads have run in every edition of The Wheel since the beginning of the grant. Ads were half-page in size, but extra, smaller sized ads, were also used to promote the campaign. The Wheel is the official publication of the San Francisco Region of the SCCA. It is produced monthly and mailed to all SCCA members and subscribers. It is also made available at special events and at selected drop points throughout the Bay area.

The Wheel is made up of over 28 pages per issue on an 11"x 17" format. The newspaper is filled with SCCA race event dates, articles, stories, ads, and information surrounding the "Oil Recycling Champions" series. The "Race to Recycle Oil" and "Oil Recycling Champions" programs have been continuously promoted within the newspaper.

- **Activity 3L: Free media outreach to all local, state, and national publications prior to each on- and off-site event. Publication to include National Speed Sport News, Speed Vision, ESPN and general local media**

(See Activities 1B and 2I)

- **Activity 3M: Billing insert in ballot mailing to all SCCA members**

(See Activities 2M and 3E)

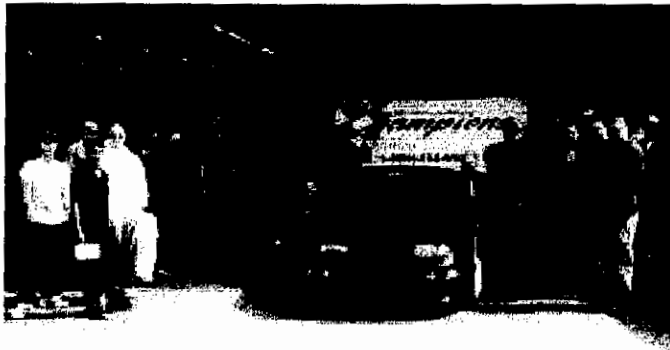
- **Activity 3N: School presentations**

The SCCA Oil Recycling Champions program outreach targeted the automotive education arena at the adult and junior college levels. Seven automotive classes were visited along with three driving school classes by the Oil Recycling Champions team for the purpose of presenting the ORC message. These students were exposed to the Oil Recycling Champions Nissan 300 ZX sports car along with samples of re-refined oils, ORC promotional materials and the Race to Recycle Oil video featuring high-energy racing action along with a clear explanation of the connection between the SCCA and the State of California used oil and oil filter recycling efforts. ORC banners were displayed and samples of re-refined oils compared to popular performance oils. Spokesperson David Vodden lectured to 86 students representing three classes at the driving schools on March 5th. He distributed magnets, pledge cards, oil containers and rags. In each presentation the value of recycling used oils and filters and the use of re-refined oils was stressed as a key component of the SCCA Oil Recycling Champions program. Subsequent presentations featuring key-note speaker Vodden along with the 300ZX sports car were held at Butte College in Oroville and Consumes River College in Sacramento. These two junior colleges have significant automotive education programs and offered the ORC program an ideal opportunity to challenge these future leaders in automotive repairs to set the pace in both recycling as well as extending the oil-change intervals currently in vogue among DIYers. The Butte College classes involved eighty-one students in three classroom sessions plus

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a dozen instructors on March 24th. The day ended at Butte College with a special session for the ORC with a number of area corporate leaders who serve as an advisory Board to the Butte College Automotive program in the area of hiring and placement of Automotive Technology graduates in the community. The Consumes River College classroom sessions reached ninety-five students in four classes using essentially the same format and marketing tools. Grant Manager James Herota was present along with Program Supervisor Kristen Yee. The specific classroom curriculums at the Junior College level included: Automotive Fundamentals; Automotive Heating and Air Conditioning; Automotive Computer Systems; Automotive Electronics and Automotive Transmissions. Response from both Colleges was very positive resulting in a number of requests for additional visits following the end of the ORC grant.

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4. Promotional Materials Production

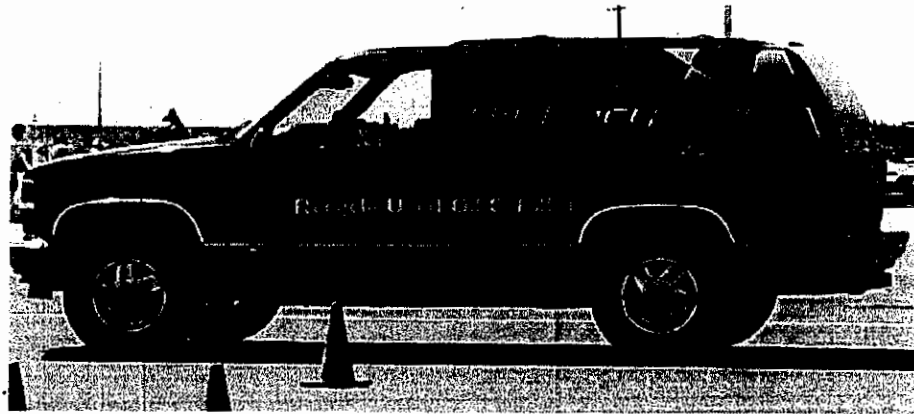
- Activity 4A: New campaign logo/slogan/image for "Oil Recycling Champions"

A new "Oil Recycling Champion" logo/slogan/image was developed for use on all outreach materials. The logo is on a white backdrop and shows a black and white checkered flag in the background. "Oil Recycling Champions" is written on top in two different forms of type and colors. "Oil Recycling" is written simply in black. The word "Champions" is written in cursive and shown in a bold red color to make it stand out. "1-800-CLEANUP" is written in bold, black letters below. To the left of the phone number is the "Recycle Used Oil" logo and to the right is the SCCA logo. "Funded by a grant from the California Integrated Waste Management Board" is found at the bottom of the design.

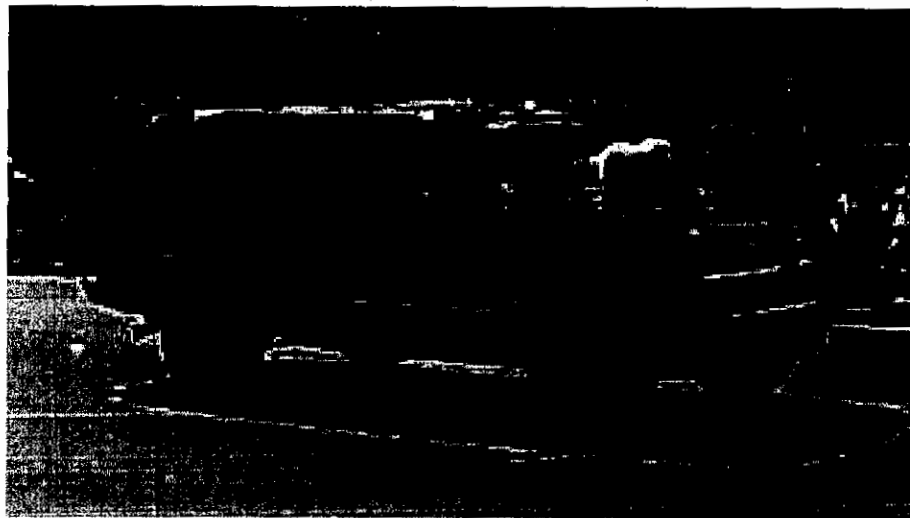


- Activity 4B: Vehicle "wrap" of SCCA utility vehicle

The new "Oil Recycling Champions" image/logo was adapted for a vehicle "wrap". (See Activity 2E).



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- **Activity 4C: Race track banners**

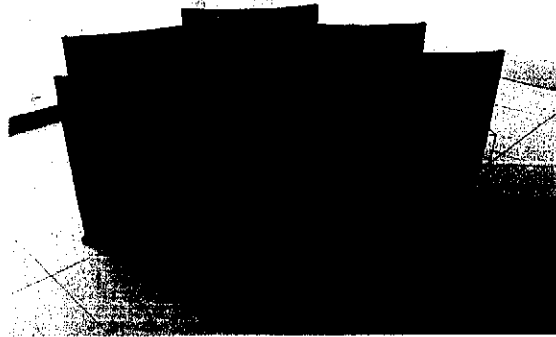
Twenty-two banners were designed and produced with an enlarged version of the "Oil Recycling Champion" logo. (See Activity 4A)

- **Activity 4D: Newspaper advertisements for "The Wheel"**

During the campaign, ads were designed and placed to include an actual "Oil Recycling Champion" racer's story as well as the program's oil recycling survey. (See Activities 3K and 4A). All advertisements for The Wheel show the "Oil Recycling Champions" logo, 1-800-CLEANUP, all appropriate logos, etc.

- **Activity 4E: Point-of-sale materials for auto parts retailers, etc.**

Because retailers requested a tabletop display that can hold brochures (instead of posters for point-of-sale outreach) we developed a display that is approximately 12" tall and 18" long. It is plastic, with a curved shape and a place to hold brochures/pledges/surveys. The display also contains all of the elements in the "Oil Recycling Champions" logo. Six pieces were installed in retail stores, etc.



- **Activity 4F: Printed materials: brochures/pledge forms/surveys**

A total of 10,000 brochures/pledge forms/surveys were printed and distributed. All brochures/pledge forms/mailling inserts, survey forms, race entry inserts, and collateral materials contain the "Oil Recycling Champions" information.

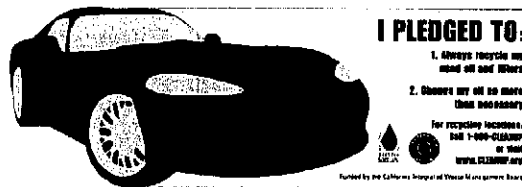
- **Activity 4G: Premium items: patches, oil recycling champions stickers, drainer containers, and oil rags with "Oil Recycling Champions" logo, etc.**

A total of 10,000 rags, 500 drainer containers, 10,000 stickers, and 1000 patches were produced and distributed. All patches, stickers, drainer containers and oil rags have been designed and produced with the "Oil Recycling Champions" logo.



• Activity 4H: I-5 Freeway billboard sign

The billboard is located on Interstate 5. It is double-sided, visible to both north and southbound traffic at the Willows exit in Glenn County. Billboard posting occurred February, March, April 2005 and will continue for an additional indefinite time, minimum 1 year, at no charge to the state. Freeway traffic passing the sign each day will generate millions of invaluable impressions. The sign features



the Nissan 300ZX sports car along with the SCCA logo providing the valuable connection with the recycling message and motor sports. The going rate for a two-sided freeway billboard in the area is \$5,000 per month or \$60,000 annually.

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• Activity 4I: School presentation pledge forms / magnets

A total of 2,000 school presentation pledge cards and 2,000 magnets were produced and distributed, both containing "Oil Recycling Champions" logo, etc. The pledge cards also contained a vehicle service chart.

5. Evaluation Measures

- **Activity 5A: Bi-annual inventory tracking of all events and materials**

All inventory has been tracked and details can be found in Activities 1D, 2F, 2G, 2H, 2M, 3B, 3C, 3F, 3I.

- **Activity 5B/5C: Surveys/pledge forms via "The Wheel" ad and SCCA billing insert**

An Oil Recycling Champions survey ran in the May and November 2004 issues of The Wheel, and thousands were sent out via SCCA billing insert. Over 600 surveys were completed and returned over the course of the grant. Surveys provided the SCCA with vital information regarding target audience and common oil disposal practices. (See Activity 2M and 3E)

- **Activity 5D: Annual on-site surveys with spectators and attendees at race events**

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Surveys were given at every Oil Recycling Champions event via the brochure/pledge/survey. A more in-depth survey was developed for the spring of 2005. This updated survey asked questions such as "What type of housing do you live in," and "About how many oil changes do you make for other people per year." The surveys also allowed for respondents to include comments about the "Oil Recycling Champions" program.

- **Activity 5E/5F: Website/E-mail surveys**

In addition to the on site surveys and those sent out via an SCCA billing insert, surveys were available electronically. Through the SCCA website link to the "Oil Recycling Champions" page, and through emails (addresses obtained from membership data and on-site surveys).

• **Activity 5G: Focus group survey with 10-12 SCCA participants**

Instead of an electronic focus group survey, an on-site focus group was conducted with 10 SCCA members at Infineon Raceway on August 28, 2004. Details of this focus group survey are included in this final report. Survey participants included a cross section of drivers, officials and fans. Responses praised the ORC program and the use of sports marketing through the SCCA to overcome the traditional barriers to social marketing. Most said that SCCA race cars got peoples attention and added credibility to the concept of recycling used oils and filters as well as the use of re-refined oils. Many described experiences in their home communities where neighbors or friends, seeing the Oil Recycling Champions decals and patches, would inquire about the program and it's involvement in SCCA racing. In every incident related, the connection between recycling in all of its forms and the world of road racing was seen as a plus. Having their neighbor or friend explaining the program and its benefits added immeasurable value to the whole message and experience. It was pointed out that the availability of re-refined oils was a limiting factor to their use by the consuming public. Advising people that re-refined oils were often used as a portion of the base oil in popular oil brands was an eye-opener deemed by many as a very positive way to market re-refined oil.

"Oil Recycling Champions" Campaign - Survey Results:

75% of those asked change their own oil

25% take their vehicle to a "Quick Lube"

Of those who change their own oil:

51% take their used oil to a certified recycling center (including racetracks)

17% take their used oil to a Hazardous Waste center

24% used curbside recycling programs

8% dump their oil either in the garbage or down a drain

Of those who change their own oil:

41% recycled the used filter at a certified recycling center (including racetracks)

6% take used filters to Hazardous Waste Centers

12% used curbside recycling programs

17% throw the filter away

24% did not specify what they did with their filters

29% change 0-20 quarts of oil annually

20% change 41-60 quarts annually

17% change 21-40 quarts annually

34% change 60+ quarts annually

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Number of people reached with ORC Promotions:

Track signage: **77%**

Bumper stickers: **55%**

Booth: **34%**

Patches: **47%**

Brochure: **53%**

The Wheel Ads: **76%**

PA announcement: **44%**

(of those whose surveys listed ads as option)

* Note: 99% of respondents selected more than one promotion

Housing of respondents:

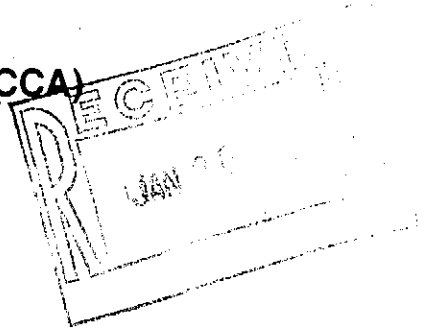
87% of those asked live in a single-family house

5% live in Condominiums

8% live in apartments

Progress Reports
1 – 3 for grant UNP5-
00-3310

**SPORTS CAR CLUB OF AMERICA (SCCA)
"OIL RECYCLING CHAMPIONS"
Contract #UNP5-02-13**



Progress Report #3

June 1, 2004 – November 30, 2004

The Oil Recycling Champions are still going strong on the third lap of their grant with the California Integrated Waste Management Board (CIWMB). Under the direction of the Sports Car Club of America (SCCA), the program continues to drive the oil/filter recycling message to the front of California DIYers by effectively using sports marketing with an arsenal of high sensory mediums including: the sights and sounds of SCCA road racing, the thundering voice of the public address system, media exposures at all levels, "in your face" point of sale displays, the only Oil Recycling Message emblazoned on an SUV high-speed pace car, and much more.

TASK 1

Activity 1A: Title Rights Sponsorship of the 2003-2005 Sports Car Club of America (SCCA) Championship Road Racing Series: "Oil Recycling Champions".

The "Oil Recycling Champions" title sponsorship races have run smoothly. Each racing event is at least two days long and provides maximum exposure for the oil recycling campaign. During the first day of the event, racers, crews, club members and spectators register at the registration booth. The SCCA rules are disbursed, "Oil Recycling Champions" deliverables such as patches and bumper stickers are provided to the racers, and the qualifying races begin. SCCA "Oil Recycling Champions" banners are placed in high visibility areas around the track. The program's message, logo and the CIWMB used oil logo are included on all of the information that is communicated to the racers, crew and SCCA club members.

Eleven (11) "Oil Recycling Champions" races, representing 23 race days, were run during the third reporting period of this grant. SCCA officials including David Vodden, Terry Taylor, SCCA Board Members and SCCA volunteers were at the events to coordinate the sponsorships, answer questions, distribute materials, etc. Throughout each race day, race announcers also delivered the oil/filter recycling message. These announcements provided up-to-date information to the racers, crew, club members and spectators regarding the "Oil Recycling Champions" sponsorship.

DATE	EVENT	LOCATION
June 11-12-13	ORC Regional	Laguna Seca
July 9-10-11	ORC Dbl Regional	Thunderhill
July 30-31/Aug 1	ORC National	Laguna Seca
Aug 28-29	ORC Regional	Infineon Raceway
Sept 18-19	ORC Regional	Thunderhill
Oct 2-3	ORC Championship	Thunderhill
Oct 22-24	ORC Cal Club	Buttonwillow
Oct 22-23-24	ORC Vintage Series	Laguna Seca
Nov 5-6-7	ORC Western States	Thunderhill

For a complete list of the number of races and tracks used during this series, please see Activity 1D.

Activity 1B: Inclusion of "Oil Recycling Champions" and used oil message on all pre-event SCCA press materials.

Pre-event press releases were distributed to various racing publications and media contacts. All pre-event press releases included the "Oil Recycling Champions" title and sponsorship message: "Recycle used oil and filters at the race track and at all certified centers."

We have also included the "Oil Recycling Champions" message in the SCCA's newspaper - The Wheel. Advertisements in The Wheel detailed the purpose and intent of the grant as well as direct readers to proper recycling resources. The Wheel continues to display individual Champion profiles. The ads show pictures of racers who recycle used oil/filters as well as an article explaining why. This form of advertisement makes the "Oil Recycling Champion" message more personable. Plus, it draws the attention of drivers, fans and friends.

Activity 1C: Inclusion of "Oil Recycling Champions" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, banners, premium items and other items include the "Oil Recycling Champions" logo and slogan. These items have become extremely beneficial in spreading the used oil/filter recycling message. The deliverables create a visual reminder that recycling used oil is the right thing to do. Because of this presence at the tracks, everyone involved with the racing series is enthusiastic about recycling and their involvement with this sponsorship/educational program. Pictures of the banners and drainer containers

as well as samples of the patches, bumper stickers, brochures, and oil rags were previously submitted to the CIWMB.

As a bonus activity we continue to incorporate the "Oil Recycling Champions" title and logo on additional premium items that are not funded by the grant. All pins and T-shirts made for individual races reference the campaign. Nearly 150 T-shirts are made for every event. An estimated 10,000 impressions are made when people wear this apparel. An equal or greater number of secondary and tertiary impressions are made when the apparel is worn outside the race environment. This additional recognition will help spread the recycling message.

Activity 1D: Sponsorship of SCCA Race Days (totals):

- Infineon Raceway in Sonoma (9)
- Thunderhill Park in Willows (24)
- Laguna Seca in Monterey (23)
- Buttonwillow Raceway in Bakersfield (3)
- California Speedway in Fontana (3)

(It is possible that some sponsorships may be exchanged with other tracks. If this occurs, the total number of sponsorships will remain the same or increase.)

SCCA personnel are constantly available during events to disseminate information about the "Oil Recycling Champions" program. At each race, personnel can be found handing out promotional items and informational flyers, making announcements regarding used oil and filter recycling locations, and more. Approximately 27,000 people were exposed to the campaign's message at races during the second reporting period (more than 100,000 since the beginning of the Oil Recycling Champions campaign).

Twenty-three (23) event days were held during this reporting period:

DATE	EVENT	LOCATION
June 11-12-13	ORC Regional	Laguna Seca
July 9-10-11	ORC Dbl Regional	Thunderhill
July 30-31/Aug 1	ORC National	Laguna Seca
Aug 28-29	ORC Regional	Infineon Raceway
Sept 18-19	ORC Regional	Thunderhill
Oct 2-3	ORC Championship	Thunderhill
Oct 22-24	ORC Cal Club	Buttonwillow
Oct 22-23-24	ORC Vintage Series	Laguna Seca
Nov 5-6-7	ORC Western States	Thunderhill

Activity 1E: "Oil Recycling Champions" name and message on all SCCA media.

Articles on the Internet (see Activity 3A) and advertisements in The Wheel have served as purpose-reminders for the campaign message before, during and after each event.

TASK 2

Activity 2A: Promotion of on-site oil recycling facilities to racers, spectators.

Signage and PA announcements at the race tracks remind racers, participants, and spectators that recycling used oil and filters at the track is important, easy and convenient. The used oil recycling facilities set up at each racetrack are currently recovering several thousand gallons of used motor oil per year. SCCA workers and volunteers promote these facilities and answer questions from potential recyclers at the Oil Recycling Champions tent.

Activity 2B: Establishment of new filter collection opportunities at racetracks.

Infineon Raceway and Laguna Seca Raceway currently have oil filter collection facilities. There was also a new filter collection site installed at Thunderhill Park in Willows. The SCCA worked with Chico Drain Oil Service on the effort. The contractor has provided Thunderhill Park with two 55-gallon drums that are on-site to house the filters. The "Oil Recycling Champions" team will work to increase the number of filters recycled throughout the term of the grant and afterwards.

Activity 2C: Promotion of racers using re-refined oil during PA announcements and display boards.

A number of race cars are currently using re-refined oil. The most visible being the SCCA spec-vehicle, which currently operates on re-refined oil and PA announcements are made whenever it is on the track. The wrapped SUV event vehicle also uses re-refined oil and its use is highlighted on display boards.

Activity 2D: Regular PA announcements of the used oil recycling message.

During a typical two-day event, the announcers deliver approximately 20 messages encouraging people to recycle used oil and filters. Under the auspice

of the Oil Recycling Champions, they explain how and why it is a public responsibility. The SCCA gives the announcers suggestions of what they can say, but the speakers formulate the message in their own words to make it more personable and communicative.

Activity 2E: "Wrapped" pace car to appear at over 125 race events throughout California.

The "Oil Recycling Champions" has a wrapped SUV to use as a promotional tool during all race events. The Tahoe continues to drive around that edge of the track during every race and at numerous other events around the state. Because it is a utility vehicle, it is also used for errands around facilities – providing for even more exposure for the program.

Activity 2F: Bumper stickers on all racers' vehicles.

Over five thousand bumper stickers/decals have been produced and distributed with the Oil Recycling Champions logo and message. Most of these stickers have been given to event participants/racers, some have been given to spectators in exchange for an oil recycling pledge. Other stickers have been distributed to attendees at special events, including the Auto Show at the Moscone Convention Center in San Francisco. The stickers continue to remind participants about the used oil recycling message.

In the beginning of the grant term, SCCA delivered the stickers, as well as a brief explanation of the Oil Recycling Champions campaign to all drivers participating in the series. In order to race in an "Oil Recycling Champions" sponsorship race, the participants were required to affix three stickers to their racecar: one on each side and one on the rear of the vehicle. The racers were eager to comply and most placed the new "Oil Recycling Champions" sticker right next to last season's "Race to Recycle Oil" decal. This allows for double exposure of the oil/filter recycling message.

Activity 2G: "Oil Recycling Champions" logo and message on all banners displayed at the raceways.

Banners have been produced displaying the "Oil Recycling Champions" logo and message. These banners are present at all "Oil Recycling Champions" sponsored events. They are placed in highly visible tent and track areas, including the SCCA booth, the registration booth, along the fence of the track and surrounding concession stands. SCCA also displays the banners at community events that are not sponsored by "Oil Recycling Champions."

Activity 2H: Uniform patches for all drivers and mechanics.

Over 500 "Oil Recycling Champions" patches have been designed, produced and distributed to drivers participating in the "Oil Recycling Champions" series. In order to participate in the sponsored races, the drivers, mechanics and crew members are required to have the patch affixed to his or her racing uniform.

(In addition, patches from the original "Race to Recycle Oil" grant are still utilized by many drivers. 1,600 patches reading SCCA, RACE TO RECYCLE OIL and 1,500 patches reading RECYCLE USED OIL along with the CIWMB oil logo were produced. Many now have all event patches on their uniforms. This provides double exposure for the oil/filter recycling message.)

Activity 2I: "Oil Recycling Champions" message included on all media coverage of events.

Press releases were distributed to various publications and news departments prior to each race. We will continue to work throughout the grant term to receive coverage and spread the campaign's message to the general public.

Activity 2J: Inclusion of "Oil Recycling Champions" message on all t-shirt apparel.

Over 150 T-shirts are made for each of the individual races and each contains the campaign theme and message. The T-shirts are not billed to the grant.

Activity 2K: On-site promotion of used oil/filter recycling and re-refined oil via one-on-one interaction with attendees and spectators.

Anyone who attends or participates in an "Oil Recycling Champions" race event is becoming more aware about recycling used oil and re-refined oil. Each track in Northern California has a center for collecting used oil. Thunderhill Park has a used oil recycling center that annually recycles several hundred gallons of used oil. It is also home to the new oil filter collection site (See Activity 2B.) When spectators and attendees approach the SCCA booth, they are informed of these opportunities. (See Activity 2M.) SCCA staff discusses oil and filter recycling procedures as well as the importance of using re-refined oil (a supply of re-refined oil is at each event – see activity 2K).

Activity 2L: On-site sales at racetracks of re-refined oil to spectators and other attendees.

The SCCA has provided re-refined oil for display and sale at race events, despite limited sources for most types of re-refined oil. However, staff will continue to increase the exposure and inform patrons of "Oil Recycling Champions" about the benefits of re-refined oil through one-on-one interaction and previously produced re-refined oil promotional materials.

Activity 2M: Distribution of pledge forms to all attendees/spectators at SCCA events to encourage used oil/filter recycling and use of re-refined oil.

To date, 10,000 pledge forms have been distributed to SCCA members and to event spectators from the SCCA/Oil Recycling Champions booth and through direct mailing packets/ballots. Hundreds of pledge forms have been returned from all parts of the state.

Activity 2N: Set up and staffing "Oil Recycling Champions" display and booth.

The "Oil Recycling Champions" booth is set up in a highly visible area at all racing events. A display is also set up at many off-site events. (See Activities 3B and occasionally 3C.) During sponsored races, the booth attracts between 100-1000 people. Staff is available to discuss oil/filter recycling and re-refined oil with racers and spectators. Those interested can also complete a brochure/pledge/survey, and receive an oil rag, drainer container, bumper sticker, or other premium item bearing the "Oil Recycling Champions" information in return.

The booth area consists of a professional kiosk-trailer emblazoned with the Oil Recycling message on three sides. It has exterior lighting and presents an impressive venue for the ORC message and SCCA ORC merchandise. On occasion the team still utilizes an EZ-Up 10x10 tent (with tables and chairs underneath) that was produced under the previous "Race To Recycle Oil" project. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB used oil logo screen printed on four sides in three colors. By keeping the "Race to Recycle Oil" logo on the tent in combo with the "Oil Recycling Champions" message, the SCCA hopes to provide a sense of continuity to event attendees. We want those people who participated in the previous grant to know that they are still able to obtain information regarding oil/filter recycling. However, the tent framework also allows for a hanging backdrop where the "Oil Recycling Champions" logo is displayed. The new banner provides something to attract "Race to Recycle Oil" participants as well as the race logo that attracts new visitors.

Also displayed at the booth is the portable educational display produced during the previous Race To Recycle Oil project. This display educates viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series.

Activity 2O: Distribution of participating city/county used oil recycling materials.

Local used oil programs are always invited to participate in the regional "Oil Recycling Champions" campaign. The Oil Recycling Champions booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and others are welcome to staff the booth with SCCA personnel to talk about specific local programs. Local residents, racers, crew members and spectators learn about locations in their city or county where they can recycle their used motor oil. Announcements throughout the day at the race events also remind people to visit the tents for more information. During previous periods, the program has teamed up with Monterey and Glenn Counties.

While the campaign is encouraged by the participation of these two jurisdictions, we are eager to include other agencies in our efforts as well. The three main tracks used for Oil Recycling Champions events incorporate large regions that include many city and county areas. Participants and spectators drawn to the three tracks will most likely be from the following areas:

- Thunderhill Park: Glenn, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento Counties
- Infineon Raceway: Napa, Marin, San Francisco, Sonoma, Solano Counties
- Laguna Seca: Monterey, Santa Cruz, Salinas, Santa Clara Counties

The SCCA encourages participation from these localities, thus expanding the efforts in which the SCCA is currently engaged. Exchanging ideas from each local and distributing their customized materials will broaden the perspective of oil recycling education.

Activity 2P: VIP hosting of state and local agencies during race events with special hospitality area.

State and local agencies have been encouraged to attend selected Oil Recycling Champions race events. During the previous reporting period, local and state/CIWMB officials were invited to a special VIP event on November 6 at Thunderhill.

TASK 3

Activity 3A: Updates on all promotional activity on the SCCA web site.

The web site for the San Francisco Region of the SCCA includes all the details of the "Oil Recycling Champions" series. The site also maintains references to "Race to Recycle Oil." It can be accessed through following address:

www.sfrscca.org

(look for the Oil Recycling Champions link in the upper left corner)

The web site displays the "Oil Recycling Champions" logo and current information about the race series. It has provided detailed information regarding the "Oil Recycling Champions" race series, a survey, schedules, information about certified used oil collection centers, re-refined oil, used oil publications and much more. We will continue to oversee and work with the webmaster to update the web site with new information.

This site averages approximately 30,000 hits per month. In the month of November, 2004 for example, the "Oil Recycling Champions" logo was displayed 19,810 times, the "Race to Recycle Oil" logo was displayed 14,606 times and the customized "Oil Recycling Champions" page was requested 707 times. The website served up over 154,000 pages of information during the sample month.

Activity 3B: SCCA Oil Recycling Champions participated in off-site special car events:

- **San Francisco International Auto Show**
- **Cool April Nights**
- **Glenn County Car Show**
- **Hot August Nights**
- **Other Events**

The SCCA is constantly attending events where it promotes the "Oil Recycling Champions" race series and oil recycling message. During this reporting period, the campaign attended the San Francisco International Auto Show, attended by thousands of people. At the events, the wrapped Chevy Tahoe was displayed, along with the "Oil Recycling Champions" banner and the Race to Recycle Oil educational kiosk. Brochures/pledge forms were also distributed to attendees.

Activity 3C: SCCA Oil Recycling Champions to participate in NASCAR, CART, ALMS and other special motor racing programs with SCCA booth/display.

During the reporting period, the ORC program and various iterations of the message were presented on seventeen (17) additional race days at a combination of NASCAR, American Lemans Series (ALMS), Championship Auto Racing Teams (CART), and high-profile vintage events including the Wine County Classic at Infineon and the Monterey Historics at Laguna Seca. SCCA equipment and staff, all carrying the "Oil Recycling Champions" logo and message in differing forms, greeted and served the huge audiences making them aware of the SCCA/ORC partnership. From this comes a greater awareness of and association with the act of recycling oils and filters and the use of re-refined oils and the high-society world of motor sports. People love to copy the behaviors and life styles of the auto racing stars. This is why motor sports is the number one marketing tool for creating brand awareness and acceptance in the world.

Activity 3D: Oil/filter pledge-signers recognition on SCCA web site and "The Wheel" magazine.

The Wheel continues to recognize oil/filter pledge-signers. The display ads show pictures of racers who recycle used oil/filters as well as the vehicle they race. The half page ad also contains an article/profile. The articles include information such as the racer's history, frequency, method and philosophy of recycling used motor oil/filters. This form of advertisement makes the "Oil Recycling Champion" message more personable. Plus, it awards recycling racers as well as draws the attention of fans and friends.

Activity 3E: Mailings to SCCA Membership to conduct an oil/filter recycling survey and obtain pledges

As mentioned in Activity 2L, "Oil Recycling Champions" produced and distributes a brochure/pledge/survey. The brochure portion includes a description of the program, information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. The survey portion is designed to track recycling habits as well as to ascertain the level of knowledge about the "Oil Recycling Champions" program. It is printed on a perforated card so that the person filling it out can easily detach it and return it via mail. The original goal was to require membership to be validated via obtaining 10 pledges, however, this became too difficult to administer.

Activity 3F: Point-of-sale material promotion with select retail sites and assistance with re-refined oil sales to the general public.

Point-of-sale promotions have been produced and are now on display. Each bears the "Oil Recycling Champions" logo, including the 1-800-CLEANUP resource number, and a section to hold the brochure/pledge/surveys. SCCA members installed the displays in selected auto-related retail stores in northern California. The displays are also placed around racetracks and in the "Race Central" areas of the tracks to promote the use of re-refined oil to racers and spectators.

Activity 3G: End of year banquet celebration.

The end of the year annual meeting of the SCCA was held in Santa Clara on November 18th. A full contingent of Club members heard the results of the Club's elections and more about the "Oil Recycling Champions" program. At this gathering, club members are once again made aware of the unique and effective partnership between the SCCA and the CIWMB and the value of the message contained therein.

Activity 3H: CIWMB and other special guests included in all banquets and ceremonies.

CIWMB personnel and other guests of SCCA will be invited to attend the end of the year banquet on January 15, 2005.

Activity 3I: Awards/plaques for all "Oil Recycling Champions"; CIWMB logo and used oil recycling message included.

The yearly banquet for SCCA membership continues to be an excellent opportunity to give a high-profile push to the "Oil Recycling Champions" series. Awards will be given highlighting those participating in the "Oil Recycling Champions" program. Information about the program was also disseminated. Plus, display of the campaign banners will again highlight the importance of the series.

Activity 3J: Free admission to banquets, SCCA Membership discounts, and free re-refined oil for racers who win a drawing based on the oil recycling pledges they've collected from the community.

Task deleted.

Activity 3K: Series of display advertisements (16 minimum) in bi-monthly issues of "The Wheel." Ads will include used oil message, pledge forms, surveys, etc. Each ad will be half-page in size.

Oil Recycling Champions ads have been running in every edition of The Wheel since the beginning of the grant. Ads are half-page in size, but extra, smaller sized ads, have also been used to promote the campaign. The Wheel is the official publication of the San Francisco Region of the SCCA. It is produced monthly and mailed to all SCCA members and subscribers.

The Wheel is made up of over 28 pages per issue on an 11"x 17" format. The newspaper is filled with SCCA race event dates, articles, stories, ads, and information surrounding the "Oil Recycling Champions" series. The "Race to Recycle Oil" and "Oil Recycling Champions" programs have been promoted throughout the newspaper continuously.

Activity 3L: Free media outreach to all local, state and national publications prior to each on-site as well as off-site event. Publications will include National Speed Sport News, Speed Vision, ESPN, and general local media.

(See Activities 1B and 2I)

Activity 3M: Ballot insert in billing to all SCCA members.

(See Activities 2L and 3E)

TASK 4

Activity 4A: New Campaign logo/slogan/image for "Oil Recycling Champions."

A new "Oil Recycling Champion" logo/slogan/image was developed for use on all outreach materials. The logo is on a white backdrop and shows a black and white checkered flag in the background. "Oil Recycling Champions" is written on top in two different forms of type and colors. "Oil Recycling" is written simply in black. The word "Champions" is written in cursive and shown in a bold red color to make it stand out. "1-800-CLEANUP" is written in bold, black letters below. To the left of the phone number is the "Recycle Used Oil" logo and to the right is the SCCA logo. "Funded by a grant from the California Integrated Waste Management Board" is found at the bottom of the design.

Activity 4B: Vehicle "wrap" of SCCA pace car.

(See Activity 2E)

Activity 4C: Race track banners.

Banners were designed and produced with an enlarged version of the "Oil Recycling Champion" logo. (See Activity 4A) 12 banners have so far been produced and displayed continuously.

Activity 4D: Newspaper advertisements for "The Wheel."

(See Activity 3K)

Currently, all advertisements for The Wheel show the "Oil Recycling Champions" logo (See Activity 4A). New advertisements include an actual "Oil Recycling Champion," as well as a survey for the program.

Activity 4E: Point-of-sale materials for auto parts retailers (i.e. posters).

Because retailers requested a tabletop display that can hold brochures (instead of posters for point-of-sale outreach) we developed a display that is approximately 12" tall and 18" long. It is plastic, with a curved shape and a place to hold brochures/pledges/surveys. The display also contains all of the elements in the "Oil Recycling Champions" logo. Six pieces are now in retail stores, etc.

Activity 4F: Printed materials: brochures, pledge forms, survey forms, billing inserts, calendar and collateral materials.

All brochures/pledge forms/billing inserts, survey forms, billing inserts, and collateral materials contain the "Oil Recycling Champions" information.

Activity 4G: Premium items: patches, recycling champions stickers, drainer containers, oil rags, etc., with "Oil Recycling Champions" logo.

All patches, stickers, drainer containers and oil rags have been designed and produced with the "Oil Recycling Champions" logo. Additional items will be produced on an as-needed basis.

TASK 5

Activity 5A: Biannual inventory tracking of all events and materials

All inventory has been tracked and details can be found in Activities 1D, 2F, 2G, 2H, 2L, 3B, 3C, 3F, 3I.

Activity 5B: Annual survey via "The Wheel" ad.

An Oil Recycling Champions survey ran in the May and November 2004 issues of The Wheel. Depending on response, additional surveys will be printed in future editions. (See Activity 5C.)

Activity 5C: Annual survey and pledge form via SCCA ballot inserts

(See Activity 2L and 3E) Hundreds of pledge forms and surveys have been returned so far, with still more coming in weekly. A summary of all responses will be included in the final report.

Activity 5D: Annual on-site surveys with spectators and attendees at race events.

Surveys are given at every Oil Recycling Champions event via the brochure/pledge/survey. A more in-depth survey may take place with spectators in the spring of 2005.

Activity 5E/5F: Web site/email surveys

Surveys are available on the SCCA web site and have been submitted electronically via email by members.

Activity 5G: Annual electronic focus group survey with 6-8 SCCA participants.

Instead of an electronic focus group survey, an on-site focus group was conducted with 10 SCCA members at Infineon Raceway on August 28, 2004. Details of this focus group survey will be included with the final report.

Printed on recycled paper.

**SPORTS CAR CLUB OF AMERICA (SCCA)
"OIL RECYCLING CHAMPIONS"
("Race To Recycle Oil" Campaign)
Contract #UNP5-02-13**

Progress Report #2

December 1, 2003 – May 31, 2004

The Oil Recycling Champions are still going strong on the second lap of their grant with the California Integrated Waste Management Board (CIWMB). Under the direction of the Sports Car Club of America (SCCA), the program drove the oil/filter recycling message to the front of the race – literally. With an awards banquet, new advertisements, point of sale displays, and a wrapped event vehicle, Oil Recycling Champions conquered racetracks across northern California.

TASK 1

Activity 1A: Title Rights Sponsorship of the 2003-2005 Sports Car Club of America (SCCA) Championship Road Racing Series: "Oil Recycling Champions".

The "Oil Recycling Champions" title sponsorship races are running smoothly. Each race event is at least two days long and provides maximum exposure for the recycling campaign. During the first day of the event, racers, crew, club members and spectators register at the registration booth. The SCCA rules are disbursed, "Oil Recycling Champions" deliverables such as patches and bumper stickers are provided to the racers, and the qualifying races begin. Several SCCA Oil Recycling Champions banners are placed in high visibility areas around the track. The program message, logo and the CIWMB used oil logo are also included on all of the information that is addressed to the racers, crew and SCCA club members.

Five Oil Recycling Champions races were run during the second reporting period of this grant. SCCA officials such as David Vodden, Terry Taylor, SCCA Board Members and SCCA volunteers were at the events to coordinate the sponsorships, answer questions, distribute materials, etc. Throughout each race day, race announcers also delivered the oil/filter recycling message. These announcements provided up-to-date information to the racers, crew, club members and spectators regarding the "Oil Recycling Champions" sponsorship.

For a complete list of the number of races and tracks used during this series, please see Activity 1D.

Activity 1B: Inclusion of "Oil Recycling Champions" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases were faxed and distributed to various racing publications and media contacts. All pre-event press releases include the "Oil Recycling Champions" title and sponsorship message: "Recycle oil at the race track and at all certified centers." The "Oil Recycling Champions" message and slogan will be placed in upcoming press releases and media packets.

We have also included the "Oil Recycling Champions" message in the SCCA's newspaper - The Wheel. Advertisements in The Wheel detail the purpose and intent of the grant as well as direct readers to proper recycling resources. During this reporting period The Wheel began to display individual Champion profiles. The ads show pictures of racers who recycle used oil/filters as well as an article explaining why. This form of advertisement makes the "Oil Recycling Champion" message more personable. Plus, it draws the attention of fans and friends of the driver. Also during this reporting period, The Wheel began to run surveys. The surveys were derived from the survey printed on the brochure produced during the first reporting period. Both surveys as well as new Champion profiles will continue to run in The Wheel.

Activity 1C: Inclusion of "Oil Recycling Champions" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, banners, premium items and other items include the "Oil Recycling Champions" logo and slogan. These items have become extremely beneficial in spreading the used oil/filter recycling message. The deliverables create an impressionable, visual reminder that recycling used oil is the right thing to do. Because of this presence at the tracks, everyone involved with the series is enthusiastic about recycling and their involvement with this sponsorship/educational program. Pictures of the banners and drainer containers as well as samples of the patches, bumper stickers, brochures, and oil rags were previously submitted to the CIWMB.

As a bonus activity we continue to incorporate the "Oil Recycling Champions" title and logo on additional premium items that are not funded by the grant. All pins and T-shirts made for individual races reference the campaign. Nearly 150 T-shirts are made for every event. An estimated 10,000 impressions are made when people wear this apparel. An equal or greater number of secondary and

tertiary impressions are made when the apparel is worn outside the race environment. This additional recognition will help spread the recycling message.

Activity 1D: Sponsorship of SCCA Race Days (totals) at:

- Infineon Raceway in Sonoma (14)
- Thunderhill Park in Willows (12)
- Laguna Seca in Monterey (18)
- Buttonwillow Raceway in Bakersfield (4)
- Willow Springs Raceway in Kern County (4)
- California Speedway in Fontana (4)

(It is possible that some sponsorships may be exchanged with other tracks. If this occurs, the total number of sponsorships will remain the same.)

Race event sponsorships are underway for this grant cycle. SCCA personnel are constantly available during events to disseminate information about the Oil Recycling Champions program. At each race, personnel can be found handing out promotional items and informational flyers, making announcements regarding used oil and filter recycling locations, and more. Approximately 23,000 people were exposed to the campaign's message at races during the second reporting period (approximately 65,000 since the beginning of the Oil Recycling Champions campaign).

Nineteen (19) event days were held during this reporting period:

- Regional Race at Thunderhill Park, Willows: October 11-12
- Vintage Classic at Laguna Seca, Monterey: October 24-26
- Western States Shootout & Enduro, Thunderhill Park, Willows: Nov. 7-9
- Double National Reno/SFR Thunderhill Park, Willows: March 19-21
- Regional Race at Infineon Raceway, Sonoma: April 3-4
- Regional Race at Thunderhill Park, Willows: April 24-25
- Regional Race at Laguna Seca, Monterey: April 30-May 2
- Regional Race at Laguna Seca, Monterey: May 22-23

Activity 1E: "Oil Recycling Champions" name and message on all post-event SCCA media including TV, radio, newspapers, and newsletters.

Free media activities have been on-going throughout the Race to Recycle Oil and Oil Recycling Champions series. Now that the new campaign is gaining momentum, we expect to receive even more quality coverage of the series and its message. At this point, articles on the Internet (see Activity 3A) and advertisements in The Wheel have served as purpose-reminders for the campaign message before, during and after each event. The Wheel will be an ongoing source to provide up to date information pertaining to recycling used oil at the track.

TASK 2

Activity 2A: Promotion of on-site oil recycling facilities to racers, spectators.

Signage and PA announcements at the race tracks remind racers, participants, and spectators that recycling used oil at the track is important, easy and convenient. The used oil recycling facilities set up at each racetrack are currently recovering several thousand gallons of used motor oil per year. SCCA workers and volunteers promote these facilities and answer questions from potential recyclers at the Oil Recycling Champions tent.

Activity 2B: Establishment of new filter collection opportunities at racetracks.

Infineon Raceway and Laguna Seca Raceway currently have oil filter collection facilities. During the last reporting period, Oil Recycling Champions also established a brand new filter collection site at Thunderhill Park in Willows. This site is now fully functional. Oil Recycling Champions is working with Chico Drain Oil Service on the effort. The contractor has provided Thunderhill Park with two 55-gallon drums that are on-site to house the recyclables. The Oil Recycling Champions team will work to increase the number of filters recycled throughout the term of the grant and afterwards.

Activity 2C: Promotion of racers using re-refined oil during PA announcements and display boards.

A number of racers are currently using re-refined oil. The most visible one, the SCCA spec-vehicle, currently operates on re-refined oil and announcements are made whenever it is on the track. The newly wrapped utility event vehicle also uses re-refined oil and its use is highlighted on display boards.

Activity 2D: Regular PA announcements of the used oil recycling message.

David Vodden and a team of announcers regularly provide spectators and racers with information that does not pertain to the race itself. During a typical two-day event, the announcers deliver approximately 20 messages encouraging people to recycle used oil and filters. Under the auspice of the Oil Recycling Champions, they explain how and why it is a public responsibility. The SCCA gives the announcers suggestions of what they can say, but the speakers formulate the message in their own words to make it more personable and communicative. Because more than 65,000 people have attended an Oil Recycling Champions

race so far, the oil/filter recycling message has already been received nearly 1.3 million times!

Activity 2E: "Wrapped" pace car to appear at over 200 race events throughout California.

During this reporting period the Oil Recycling Champions acquired a vehicle to wrap and use as a promotional tool during all race events. Campaign management decided a "pace car" would limit sponsorship visibility to the beginning of races. So instead, Oil Recycling Champions used a Chevrolet Tahoe. Artwork for the "wrap" was then produced to match the banners, bumper stickers, patches and brochures for the campaign. Now wrapped, the Tahoe can be seen driving around that edge of the track during every race and at numerous other events around the state. Because it is a utility vehicle, it is also used for errands around facilities – providing for even more exposure. Photos of the wrapped vehicle are included.

Activity 2F: Bumper stickers on all racers' vehicles.

Four thousand bumper stickers/decals have been produced and distributed with the Oil Recycling Champions logo and message. Most of these stickers have been given to event participants/racers, some have been given to spectators in exchange for an oil recycling pledge. The stickers continue to remind participants about the recycling message.

(In the beginning of the grant term, SCCA delivered the stickers, as well as a brief explanation of the Oil Recycling Champions campaign to all drivers participating in the series. In order to race in an Oil Recycling Champions sponsorship race, the participants were required to affix three stickers to their racecar: one on each side and one on the rear of the vehicle. The racers were eager to comply and most placed the new Oil Recycling Champions sticker right next to last season's Race to Recycle Oil decal. This allows for double exposure of the oil/filter recycling message.)

Activity 2G: "Oil Recycling Champions" logo and message on all banners displayed at the raceways.

Twelve banners have been produced displaying the Oil Recycling Champions logo and message. These banners are present at all Oil Recycling Champions sponsored events. They are placed in highly visible tent and track areas, including the SCCA booth, the registration booth, along the fence of the track and surrounding concession stands. SCCA also displays the banners at community events that are not sponsored by Oil Recycling Champions.

Activity 2H: Uniform patches for all drivers and mechanics.

Five hundred Oil Recycling Champions patches have been designed and produced. The patches were then distributed to drivers participating in the Oil Recycling Champions series along with information regarding the importance of recycling used oil and oil filters. In order to participate in the sponsored races, the drivers, mechanics and crew members are required to have the patch affixed to their racing uniforms.

(In addition, patches from the original Race to Recycle Oil grant are still utilized by many drivers. 1,600 patches reading-SCCA, RACE TO RECYCLE OIL and 1,500 patches reading-RECYCLE USED OIL along with the CIWMB oil logo were produced. Many now have all event patches on their uniforms. This provides double exposure for the oil/filter recycling message.)

Activity 2I: "Oil Recycling Champions" message included on all media coverage of events.

Press releases were distributed to various publications and news departments prior to each race. We will continue to work throughout the grant term to receive coverage and spread the campaign's message to the general public.

Activity 2J: On-site promotion of used oil/filter recycling and re-refined oil via one-on-one interaction with attendees and spectators.

Anyone who attends or participates in an Oil Recycling Champions race event is becoming more aware about recycling at racetracks. Each track in Northern California has a center for collecting used oil. Thunderhill Park has a used oil recycling center that annually recycles several hundred gallons of used oil. It is also home to a brand new oil filter collection site (See Activity 2B.) When spectators and attendees approach the SCCA booth, they are informed of these opportunities. (See Activity 2M.) SCCA staff discusses oil and filter recycling procedures as well as the importance of recycling. Before leaving, attendees are given a brochure with even more information. (See Activity 2L.) Coincidentally, one-on-one interaction and promotion is conducted at off-site events as well. (See Activities 3B and occasionally 3C)

Activity 2K: On-site sales at racetracks of re-refined oil to spectators and other attendees.

The SCCA has contacted suppliers to provide re-refined oil for sale at race events. We have had limited success so far with on-site quart sales of re-refined oil. We will be formulating a plan to increase exposure, and thus sales, in 2004 –

2005. Staff has been, and will continue to inform patrons of Oil Recycling Champions about the benefits of re-refined oil through one-on-one interaction and previously produced re-refined oil promotional materials.

Activity 2L: Distribution of pledge forms to all attendees/spectators at SCCA events to encourage used oil/filter recycling and use of re-refined oil.

We have written, designed and printed an Oil Recycling Champions brochure with a pledge form and survey. After approval from the SCCA and CIWMB, 10,000 copies were printed. So far, about 7,000 have been mailed to SCCA members and distributed to event spectators from the SCCA/Oil Recycling Champions booth. Hundreds of pledge forms are now being returned statewide from places such as San Francisco, San Diego, Sacramento, San Jose, South Lake Tahoe, Oakland, Grass Valley, Calistoga, Richmond, San Marcos, Los Gatos, Rio Linda, Mill Valley, Walnut Creek, Fremont, North Highlands, Truckee, Orangevale, San Leandro, Rohnert Park, Auburn, Brentwood, Palo Alto, Capitola, Nevada City, Rough & Ready, Minden, Richmond, Cort Madera, Menlo Park, Alamo, Dunsmuir, San Ramon, Woodside, Dublin, Amherst, and more.

Activity 2M: Set up and staffing "Oil Recycling Champions" display and booth.

The SCCA/Oil Recycling Champions booth is set up in a highly visible area at all racing events. A display is also set up at many off-site events. (See Activities 3B and occasionally 3C.) During sponsored races, the booth attracts between 100-1000 people. Staff is available to discuss oil/filter recycling with racers and spectators. Those interested can also complete a brochure/pledge/survey, and receive an oil rag, drainer container, bumper sticker, or other premium item bearing the Oil Recycling Champions information in return.

The booth area consists of an EZ-Up 10x10 tent (with tables and chairs underneath) that was produced under the previous Race To Recycle Oil project. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB oil logo screenprinted on four sides in three colors. By keeping the "Race to Recycle Oil" logo on the tent, the SCCA hopes to provide a sense of familiarity to event attendees. We want those people who participated in the previous grant to know that they are still able to obtain information regarding oil/filter recycling. However, the tent framework also allows for a hanging backdrop where a full 5-color "Oil Recycling Champions" logo is displayed. The new banner provides something to attract Race to Recycle Oil participants as well as the race logo that attracts new visitors.

Also displayed at the booth is the portable educational display produced during the previous Race To Recycle Oil project. This display educates viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. Reaction to the display at various race events has been very positive.

Activity 2N: Distribution of participating city/county used oil recycling materials.

Local used oil programs are always invited to participate in the regional Oil Recycling Champions campaign. The Oil Recycling Champions booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and others are welcome to staff the booth with SCCA personnel to talk about specific local programs and concerns with those who visit the booth. Local residents, racers, crew members and spectators learn about locations in their city or county where they can recycle their used motor oil. Announcements throughout the day at the race events also remind people to visit the tents for more information. During previous grant cycles, the program has teamed up with Monterey and Glenn Counties.

While the campaign is encouraged by the participation of these two jurisdictions, we are eager to include other agencies in our efforts as well. The three main tracks used for Oil Recycling Champions events incorporate large regions that include many city and county areas. Participants and spectators drawn to the three tracks will most likely be from the following areas:

- Thunderhill Park: Glenn, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento Counties
- Infineon Raceway: Napa, Marin, San Francisco, Sonoma, Solano Counties
- Laguna Seca: Monterey, Santa Cruz, Salinas, Santa Clara Counties

The SCCA encourages participation from these localities, thus expanding the efforts in which the SCCA is currently engaged. Exchanging ideas from each local and distributing their customized materials will broaden the perspective of oil recycling education.

Activity 2O: VIP hosting of state and local agencies during race events with special hospitality area.

State and local agencies are encouraged to attend selected Oil Recycling Champions race events. During the previous reporting period, local and state/CIWMB officials were invited to a special VIP event. Oil Recycling Champions will host additional VIP events in 2004 and 2005.

TASK 3

Activity 3A: Updates on all promotional activity on the SCCA web site.

The web site for the San Francisco Region of the SCCA includes all the details of the Oil Recycling Champions series. The site also maintains references to Race to Recycle Oil. It can be accessed through following address:

www.sfrscca.org

(look for the Oil Recycling Champions link in the upper left corner)

The web site displays the "Oil Recycling Champions" logo and current information about the race series. It presently provides detailed information regarding the "Oil Recycling Champions" race series, a survey, schedules, information about certified used oil collection centers, re-refined oil, used oil publications and much more. We will continue to oversee and work with the webmaster to update the web site with new information.

This site averages approximately 30,000 hits per month. In the month of December 2003, for example, the Oil Recycling Champions logo was displayed 15,680 times, the Race to Recycle Oil logo was displayed 14,606 times and the customized Oil Recycling Champions page was requested 516 times.

Activity 3B: SCCA Oil Recycling Champions participated in off-site special car events:

- **San Francisco International Auto Show**
- **Hot April Nights**
- **Glenn County Car Show**
- **Autorama**
- **Other Events**

The SCCA is constantly attending events where it promotes the Oil Recycling Champions race series and oil recycling message. During the second reporting period, the campaign attended the San Francisco Auto Show, Hot April Nights, the Glenn County Car Show, the Oil Recycling/Household Hazardous Waste Conference, and numerous parades, festivals, fairs and SCCA-sanctioned events. At the events, the wrapped Chevy Tahoe was displayed/driven, along with the Oil Recycling Champions banner and the Race to Recycle Oil educational kiosk. Brochures/Pledge forms were also distributed to attendees.

Activity 3C: SCCA Oil Recycling Champions to participate in NASCAR, CART, ALMS and other special motor racing programs with SCCA booth/display.

In June, the SCCA will take part in the NASCAR Dodge/SaveMart race at Infineon Raceway in Sonoma. This event will attract more than 100,000 spectators.

Activity 3D: Oil/filter pledge-signers recognition on SCCA web site and "The Wheel" magazine.

During this reporting period The Wheel began to recognize oil/filter pledge-signers. The display ads show pictures of racers who recycle used oil/filters as well as the vehicle they race. The half page ad also contains an article/profile. The articles include information such as the racer's history, frequency, method and philosophy of recycling used motor oil/filters. This form of advertisement makes the "Oil Recycling Champion" message more personable. Plus, it awards recycling racers as well as draws the attention of fans and friends.

Activity 3E: Mailings to SCCA Membership to conduct an oil/filter recycling survey and obtain pledges from at least 10 persons in order to validate membership.

As mentioned in Activity 2L, Oil Recycling Champions produced a brochure/pledge/survey. The brochure portion includes a description of the program, information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. The survey portion is designed to track recycling habits as well as to ascertain the level of knowledge about the Oil Recycling Champions program. It is printed on a perforated card so that the person filling it out can easily detach it and return it via mail. The campaign team is currently collecting the data.

These brochures/pledges/surveys have been mailed to members of the SCCA and have been made available at each Oil Recycling Champions event. SCCA members have been asked to obtain pledges from at least 10 people outside of the club who are willing to recycle used oil/filters as well as use re-refined oil. The survey has also been added to the SCCA's web site. Those interested can fill it out and submit the information electronically. The data is then sent to a member of the Oil Recycling Champions team where it can be tabulated. As mentioned, hundreds of surveys (both hard and electronic copies) have already been submitted. An additional survey/pledge form will be distributed via a mailing to all members in fall 2004. We will include a summary of all survey results in the final report.

Activity 3F: Point-of-sale material promotion with select retail sites and assistance with re-refined oil sales to the general public.

Point-of-sale promotions have been produced and are now on display. Each bears the Oil Recycling Champion logo, including the 1-800-CLEANUP resource number, and a section to hold the brochure/pledge/surveys. SCCA members installed the displays in selected auto-related retail stores in northern California. The displays are also placed around racetracks and in the "Race Central" area of Thunderhill Park to promote the use of re-refined oil to racers and spectators.

Activity 3G: End of year banquet celebration for winners.

The end of the year Oil Recycling Champions banquet was held January 24th, 2004. All 6000 SCCA members were invited to attend and several hundred made the event. Forty people were honored as "Oil Recycling Champions." Each champion was identified as a "winner" within his/her class.

Activity 3H: CIWMB and other special guests Included in all banquets and ceremonies.

CIWMB personnel and other guests of SCCA were invited to attend the end of the year banquet on January 24, 2004.

Activity 3I: Awards/plaques for all "Oil Recycling Champions"; CIWMB logo and used oil recycling message included.

The yearly banquet for SCCA membership was an excellent opportunity to give a high-profile push to the Oil Recycling Champions series. Awards were given highlighting those participating in the Oil Recycling Champions program. Information about the program was also disseminated. Plus, display of the campaign banners will again highlight the importance of the series.

Activity 3J: Free admission to banquets, SCCA Membership discounts, and free re-refined oil for racers who win a drawing based on the oil recycling pledges they've collected from the community.

Pledge forms are continuing to roll in. We will be distributing these incentives during 2004 and 2005.

Activity 3K: Series of display advertisements (16 minimum) in bi-monthly issues of "The Wheel." Ads will include used oil message, pledge forms, surveys, etc. Each ad will be half-page in size.

Oil Recycling Champions ads have been running in every edition of The Wheel since the beginning of the grant. Ads are half-page in size, but extra, smaller sized ads, have also been used to promote the campaign. The Wheel is the official publication of the San Francisco Region of the SCCA. It is produced monthly and mailed to all SCCA members and subscribers.

The Wheel is made up of over 28 pages per issue on a 11"x 17" format. The newspaper is filled with SCCA race event dates, articles, stories, ads, and information surrounding the SCCA-Oil Recycling Champions series. The "Race to Recycle Oil" and "Oil Recycling Champions" programs have been promoted throughout the newspaper continuously.

Activity 3L: Free media outreach to all local, state and national publications prior to each on-site as well as off-site event. Publications will include National Speed Sport News, Speed Vision, ESPN, and general local media.

(See Activities 1B and 2I)

Activity 3M: Ballot insert in billing to all SCCA members.

(See Activities 2L and 3E)

TASK 4

Activity 4A: New Campaign logo/slogan/image for "Oil Recycling Champions."

A new "Oil Recycling Champion" logo/slogan/image was developed for use on all outreach materials. The logo is on a white backdrop and shows a black and white checkered flag in the background. "Oil Recycling Champions" is written on top in two different forms of type and colors. "Oil Recycling" is written simply in black. The word "Champions" is written in cursive and shown in a bold red color to make it stand out. "1-800-CLEANUP" is written in bold, black letters below. To the left of the phone number is the "Recycle Used Oil" logo and to the right is the SCCA logo. "Funded by a grant from the California Integrated Waste Management Board" is found at the bottom of the design.

Activity 4B: Vehicle "wrap" of SCCA pace car.

(See Activity 2E)

Activity 4C: Race track banners.

Banners were designed and produced with an enlarged version of the "Oil Recycling Champion" logo. (See Activity 4A) 12 banners have been produced and displayed.

Activity 4D: Newspaper advertisements for "The Wheel."

(See Activity 3K)

Currently, all advertisements for The Wheel show the "Oil Recycling Champions" logo (See Activity 4A). New advertisements highlight an actual "Oil Recycling Champion," as well as a survey for the program.

Activity 4E: Point-of-sale materials for auto parts retailers (i.e. posters).

Because retailers requested a tabletop display that can hold brochures (instead of posters for point-of-sale outreach) we developed a display that is approximately 12" tall and 18" long. It is plastic, with a curved shape and a place to hold brochures/pledges/surveys. The display also contains all of the elements in the "Oil Recycling Champions" logo. Six test pieces are now in retail stores. A photo of the display is enclosed.

Activity 4F: Printed materials: brochures, pledge forms, survey forms, billing inserts, calendar and collateral materials.

All brochures/pledge forms/billing inserts, survey forms, billing inserts, and collateral materials contain the "Oil Recycling Champions" information. Production is complete on the 5,000 brochures/pledges/surveys. More will be printed on an as-needed basis.

Activity 4G: Premium items: patches, recycling champions stickers, drainer containers, oil rags, etc., with "Oil Recycling Champions" logo.

All patches, stickers, drainer containers and oil rags have been designed and produced with the "Oil Recycling Champions" logo. An additional 1,000 stickers were produced in May. Quantities are as follows:

- Patches: 500
- Bumper stickers: 4,000
- Drainer containers: 250
- Oil rags: 5,000

Additional items will be produced on an as-needed basis.

TASK 5

Activity 5A: Biannual inventory tracking of all events and materials

All inventory has been tracked and details can be found in Activities 1D, 2F, 2G, 2H, 2L, 3B, 3C, 3F, 3I.

Activity 5B: Annual survey via "The Wheel" ad.

An Oil Recycling Champions survey ran in the May 2004 issue of The Wheel. Depending on response, additional surveys will be printed in future editions. (See Activity 5C.)

Activity 5C: Annual survey and pledge form via SCCA ballot inserts

(See Activity 2L and 3E) Mailings were distributed at the beginning of the grant. Hundreds of pledge forms and surveys have been returned so far, with still more coming in weekly. A brief summary of initial responses is below:

Where do participants change their oil?

- Home = 81%
- "Quick Lube" = 27%
- At the Track = 15%

(Note: Some participants use more than one method.)

What do participants do with their used oil?

- Take it to a State Certified Recycling Center = 55%
- Use Curbside Oil Collection = 29%
- Take it to a Hazardous Waste Collection Center = 12%
- Take it to a Racetrack = 3%
- Dump it Down the Drain = 1%

What do participants do with their used oil filters?

- Take it to some sort of a Certified Collection Center = 38%
- Use Curbside Collection = 29%
- Throw it in the Garbage = 33%

What percentage of people are exposed to the following promotions efforts?

- Track Signage = 72%
- Booth = 29%
- Brochure = 39%
- PA announcements = 51%
- Bumper stickers = 52%

- Patches = 40%
- Wheel ads = 87%

The average SCCA member uses approximately 40 quarts of oil each year. The SCCA will be able to provide more information in future reports when additional surveys have been returned and tabulated.

Activity 5D: Annual on-site surveys with spectators and attendees at race events.

Surveys are given at every Oil Recycling Champions event via the brochure/pledge/survey. A more in-depth survey will take place with spectators in the summer of 2004 and 2005.

Activity 5E: Web site surveys

Surveys are available on the SCCA web site and have been calculated with the results of the brochure/pledge/survey form. (See Activity 5C.)

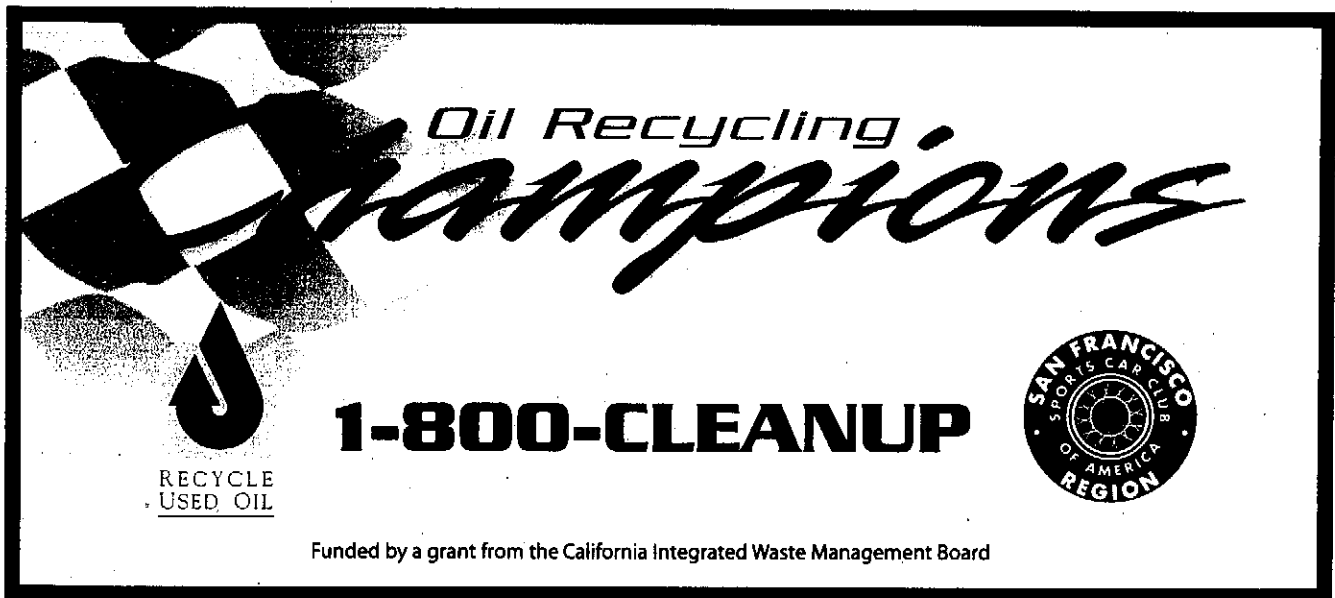
Activity 5F: E-mail survey (address obtained from membership data and on-site surveys/pledge forms.

An e-mail survey will take place in 2004, in addition to the web site surveys that are currently being completed and submitted.

Activity 5G: Annual electronic focus group survey with 6-8 SCCA participants.

Instead of an electronic focus group survey, on-site focus groups will be conducted with members at Infineon Raceway on August 28-29, 2004.

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SPORTS CAR CLUB OF AMERICA (SCCA)

"OIL RECYCLING CHAMPIONS"
("Race To Recycle Oil" Campaign)

Contract #UNP5-02-13

Progress Report #1

May 1, 2003 – November 30, 2003

The Oil Recycling Champions are off to an incredible start! As the successor to the extremely successful "Race To Recycle Oil" campaign, "Oil Recycling Champions" hit the ground running during this first reporting period of its grant with the California Integrated Waste Management Board (CIWMB). Under the direction of the Sports Car Club of America (SCCA), the program and its used oil/filter recycling message receive excellent exposure through the events and races. New banners, bumper stickers, patches, brochures, and information booths currently provide support through positive, repetitive and creative outreach with the Oil Recycling Champions message. Our team ensures that the campaign will continue to serve as a unique model for others who wish to promote recycling of used oil and filters.



ACTIVITY 1A: Title Rights Sponsorship of the 2003-2005 Sports Car Club of America (SCCA) Championship Road Racing Series: "Oil Recycling Champions".

We have succeeded in putting together the sponsorship title rights series for "Oil Recycling Champions." The 2003 and 2004 event schedules are enclosed for review. Each race event is at least two days long and provides maximum exposure for the recycling campaign. During the first day of the event, racers, crew, club members and spectators register at the registration booth. The SCCA rules are disbursed, "Oil Recycling Champions" deliverables such as patches and bumper stickers are provided to the racers, and the qualifying races begin. Several SCCA Oil Recycling Champions banners are placed in high visibility areas around the track. The program message, logo and the CIWMB used oil logo are also included on all of the information that is addressed to the racers, crew and SCCA club members.

Nine Oil Recycling Champions races were run during the first reporting period of this grant. SCCA officials such as David Vodden, Terry Taylor, SCCA Board Members and SCCA volunteers were at the events to coordinate the sponsorships, answer questions, distribute materials, etc. Throughout each race day, race announcers also delivered the oil/filter recycling message. These announcements provided up-to-date information to the racers, crew, club members and spectators regarding the "Oil Recycling Champions" sponsorship.

For a complete list of the number of races and tracks used in the series, please see Activity 1D. A list of event dates is also enclosed.

ACTIVITY 1B: Inclusion of "Oil Recycling Champions" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases were faxed and distributed to various racing publications and media contacts. All pre-event press releases include the "Oil Recycling Champions" title and sponsorship message: "Recycle oil at the race track and at all certified centers."

We have also included the "Oil Recycling Champions" message in the SCCA's newspaper - The Wheel. Advertisements in The Wheel detail the purpose and intent of the grant as well as direct readers to proper recycling resources. A copy is enclosed. The "Oil Recycling Champions" message and slogan will be placed in upcoming press releases and media packets.

ACTIVITY 1C: Inclusion of "Oil Recycling Champions" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, banners, premium items and other items include the "Oil Recycling Champions" logo and slogan. These items have become extremely beneficial in spreading the used oil/filter recycling message. The deliverables create an impressionable, visual reminder that recycling used oil is the right thing to do. Because of this new presence at the tracks, everyone involved with the series is enthusiastic about recycling and their involvement with this sponsorship/educational program. Pictures of the banners and drainer containers as well as samples of the patches, bumper stickers, brochures, and oil rags were submitted to the CIWMB with the preceding invoice.

As a bonus activity we have also incorporated the "Oil Recycling Champions" title and logo on additional premium items that are not funded by the grant. All pins and T-shirts that are made for individual

Activity 1

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races reference the campaign. Nearly 150 T-shirts are made for every event. An estimated 10,000 impressions are made when people wear this apparel. An equal or greater number of secondary and tertiary impressions are made when the apparel is worn outside the race environment. This additional recognition will help spread the recycling message.

ACTIVITY ID: Sponsorship of SCCA Race Days (totals) Oat:

- Infineon Raceway in Sonoma (14)
- Thunderhill Park in Willows (12)
- Laguna Seca in Monterey (18)
- Buttonwillow Raceway in Bakersfield (4)
- Willow Springs Raceway in Kern County (4)
- California Speedway in Fontana (4)



Race event sponsorships are underway for this grant cycle. SCCA personnel are constantly available during events to disseminate information about the Oil Recycling Champions program. At each race, personnel can be found handing out promotional items and informational flyers, making announcements regarding used oil and filter recycling locations, and more. Approximately 42,000 people have been exposed to the campaign's message at races during this first reporting period.

Nine races have been held so far:

- Regional Race at Thunderhill Park, Willows: May 17-18
- Double Regional Race at Laguna Seca, Monterey: June 27-29
- Regional/National Race at Infineon Raceway, Sonoma: July 11-13
- Regional/National Race at Laguna Seca, Monterey: August 1-3
- Regional Race at Infineon Raceway, Sonoma: August 23-24
- Regional Race at Thunderhill Park, Willows: September 20-21
- Regional Season Final Race at Thunderhill Park, Willows: October 11-12
- Vintage Classic Race at Laguna Seca, Monterey: October 24-26
- Western States Shootout at Thunderhill Park, Willows: November 7-9

ACTIVITY IE: "Oil Recycling Champions" name and message on all post-event SCCA media including TV, radio, newspapers, and newsletters.

Free media is an on-going activity that has been sought both throughout the Race to Recycle Oil and Oil Recycling Champions series. Now that the new campaign is gaining momentum, we expect to receive more quality coverage of the series and its message. At this point, articles on the Internet (see Activity 3A) and advertisements in The Wheel have served as purpose-reminders for the campaign message before, during and after each event. We have enclosed samples within this report. The Wheel will be an ongoing source to provide up to date information pertaining to recycling used oil at the track.





ACTIVITY 2A: Promotion of on-site oil recycling facilities to racers, spectators.

Signage and PA announcements at the race tracks to remind racers, participants, and spectators that recycling used oil at the track is important, easy and convenient. The used oil recycling facilities set up at each racetrack are currently recovering several thousand gallons of used motor oil per year. SCCA workers and volunteers promote these facilities and answer questions from potential recyclers at the Oil Recycling Champions tent.

ACTIVITY 2B: Establishment of new filter collection opportunities at racetracks.

Infineon Raceway and Laguna Seca Raceway currently have oil filter collection facilities. During this first reporting period, Oil Recycling Champions also established a brand new filter collection site at Thunderhill Park in Willows. As of September 3, 2003, anyone is welcome to dispose of their filters at this location. Oil Recycling Champions has contracted Chico Drain Oil Service to help with the effort. The contractor has provided Thunderhill Park with two 55-gallon drums that are on-site to house the disposables. The Oil Recycling Champions team will work to increase the number of filters recycled throughout the term of the grant and afterwards.

ACTIVITY 2C: Promotion of racers using re-refined oil during PA announcements and display boards.

A number of racers are currently using re-refined oil. The most visible one, the SCCA spec-vehicle, currently operates on re-refined oil and announcements are made whenever it's on the track. Because this is the first phase of the Oil Recycling Champions campaign, we are still receiving pledge forms from drivers and other members who are committed to using re-refined oil in their own racecars. Some who have expressed an interest have yet to make the conversion. Once we have established a list of those drivers using re-refined oil, they will also be recognized on the PA systems, ads, website and display boards.

ACTIVITY 2D: Regular PA announcements of the used oil recycling message.

David Vodden and a team of announcers regularly provide spectators and racers with information that does not pertain to the race itself. During a typical two-day event, the announcers deliver approximately 20 messages encouraging people to recycle used oil and filters. Under the auspice of the Oil Recycling Champions, they explain how and why it is a public responsibility. The SCCA gives the announcers suggestions of what they can say, but the speakers formulate the message in their own words to make it more personable and communicative. Because about 42,000 people have attended an Oil Recycling Champions races so far, the oil/filter recycling message has already been received approximately 840,000 times!

ACTIVITY 2E: "Wrapped" pace car to appear at over 200 race events throughout California.

Research has been ongoing to find a model vehicle that we can use to wrap and be used as a pace car. We had found two vehicles, however, each transaction fell through. We are now working on a third option for a wrapped pace car and will soon finalize its design and implementation for the 2004-2005 title sponsorship series.

Activity 2

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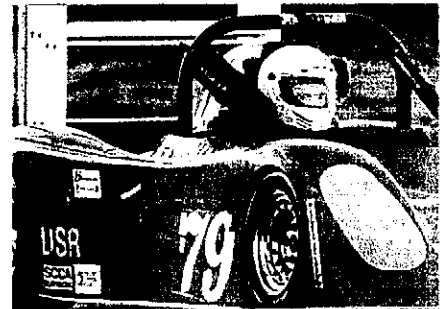


Activity 2

ACTIVITY 2F: Bumper stickers on all racers' vehicles.

Three thousand bumper stickers/decals have been produced with the Oil Recycling Champions logo and message. So far, approximately 1,500 stickers have been distributed. Some of these stickers have been given to event spectators, others have been given to racers.

In the beginning of the grant term, SCCA delivered the stickers, as well as a brief explanation of the Oil Recycling Champions campaign to all drivers participating in the series. In order to race in an Oil Recycling Champions sponsorship race, the participants were required to affix three stickers to their racecar: one on each side and one on the rear of the vehicle. This provided for an enthusiastic jumpstart to the campaign. The racers were eager to comply and most placed the new Oil Recycling Champions sticker right next to last season's Race to Recycle Oil decal. This allows for double exposure of the oil/filter recycling message.



ACTIVITY 2G: "Oil Recycling Champions" logo and message on all banners displayed at the raceways.

Twelve banners have been made displaying the Oil Recycling Champions logo and message. These banners are present at all Oil Recycling Champions sponsored events. They are placed in highly visible tent and track areas, including the SCCA booth, the registration booth, along the fence of the track and surrounding concession stands. SCCA also brings and displays the banners at community events that are not sponsored by Oil Recycling Champions.

ACTIVITY 2H: Uniform patches for all drivers and mechanics.

Five hundred Oil Recycling Champions patches have been designed and produced. The patches were then distributed to drivers participating in the Oil Recycling Champions series along with information regarding the importance of recycling used oil and oil filters. In order to participate in the sponsored races, the drivers, mechanics and crew members were required to affix the patch to their racing uniforms. Additional patches will be made and delivered to participants of the 2004 series.



In addition, patches from the original Race to Recycle Oil grant are still utilized by many drivers. 1,600 patches reading-SCCA, RACE TO RECYCLE OIL and 1,500 patches reading-RECYCLE USED OIL along with the CIWMB oil logo were produced. Some drivers chose to remove last season's patch, but many now have both CIWMB grant patches on their uniforms. This provides double exposure for the oil/filter recycling message.



ACTIVITY 2I: "Oil Recycling Champions" message included on all media coverage of events.

Press releases were distributed to various publications and news departments prior to each race. Before Western States Shootout event on November 7-9, the press release for the "Oil Recycling Champions" series resulted in bringing media to the event. The local community publication, Tri-County Newspaper responded with a full article on the race titled, "Oil Recycling Champions Program to Sponsor WSC." The article was exactly what the campaign hoped to receive – positive publicity for the series as well as a strong message to recycle oil and oil filters. A copy of the article is enclosed.

This will not be the only coverage of Oil Recycling Champions in the media. We will continue to work throughout the grant term to receive coverage and spread the campaign's message to the general public.

ACTIVITY 2J: On-site promotion of used oil/filter recycling and re-refined oil via one-on-one interaction with attendees and spectators.

Anyone who attends or participates in an Oil Recycling Champions race event is becoming more aware about recycling at racetracks. Each track in Northern California has a center for collecting used oil. Thunderhill Park has a state-certified used oil recycling center that annually recycles several hundred gallons of used oil. It is also home to a brand new oil filter collection site (See Activity 2B.) When spectators and attendees approach the SCCA booth, they are informed of these opportunities. (See Activity 2M.) SCCA staff discusses oil and filter recycling procedures as well as the importance of recycling. Before leaving, attendees are given a brochure with even more information. (See Activity 2L.) Coincidentally, one-on-one interaction and promotion is conducted at off-site events as well. (See Activities 3B and 3C)

ACTIVITY 2K: On-site sales at racetracks of re-refined oil to spectators and other attendees.

The SCCA has contacted suppliers to provide re-refined oil for sale at race events. We have had limited success so far with on-site quart sales of re-refined oil. We will be formulating a plan to increase exposure, and thus sales, in 2004–2005. Staff has been, and will continue to inform patrons of Oil Recycling Champions about the benefits of re-refined oil through one-on-one interaction and previously produced re-refined oil promotional materials.

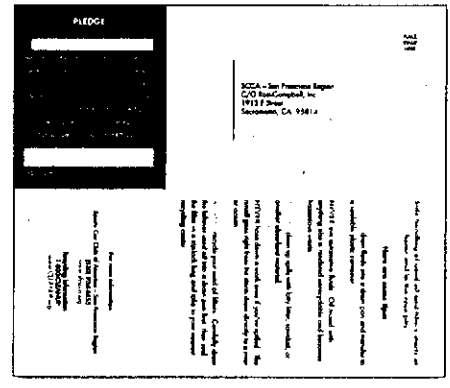
Activity 2



Activity 2

ACTIVITY 2L: Distribution of pledge forms to all attendees/spectators at SCCA events to encourage used oil/filter recycling and use of re-refined oil.

We have written, designed and printed an Oil Recycling Champions brochure with a pledge form and survey. After approval from the SCCA and CIWMB, 10,000 copies were printed. So far, about 5,000 have been mailed to SCCA members and distributed to event spectators from the SCCA/Oil Recycling Champions booth. Hundreds of pledge forms are now being returned statewide from places such as San Francisco, San Diego, Sacramento, San Jose, South Lake Tahoe, Oakland, Grass Valley, Calistoga, Richmond, San Marcos, Los Gatos, Rio Linda, Mill Valley, Walnut Creek, Fremont, North Highlands, Truckee, Orangevale, San Leandro, Rohnert Park, Auburn, Brentwood, Palo Alto, Capitola, Nevada City, Rough & Ready, Minden, Richmond, Cort Madera, Menlo Park, Alamo, Dunsmuir, San Ramon, Woodside, Dublin, Amherst, and more.



ACTIVITY 2M: Set up and staffing "Oil Recycling Champions" display and booth.

The SCCA/Oil Recycling Champions booth is set up in a highly visible area at all racing events. A display is also set up at many off-site events. (See Activities 3B and 3C.) During sponsored races, the booth attracts between 1,000-5,000 people. Here, staff is available to discuss oil/filter recycling with racers and spectators. Those interested can also complete a brochure/pledge/survey, and receive an oil rag, drainer container, bumper sticker, or other premium item bearing the Oil Recycling Champions information in return.

The booth area consists of an EZ-Up 10x10 tent (with tables and chairs underneath) that was produced under the previous Race To Recycle Oil project. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB oil logo screenprinted on four sides in three colors. By keeping the "Race to Recycle Oil" logo on the tent, the SCCA hopes to provide a sense of familiarity to event attendees. We want those people who participated in the previous grant to know that they are still able to obtain information regarding oil/filter recycling. However, the tent framework also allows for a hanging backdrop where a full 5-color "Oil Recycling Champions" logo is displayed. The new banner provides something to attract Race to Recycle Oil participants as well as the race logo that attracts new visitors.

Also displayed at the booth is the portable educational display produced during the previous Race To Recycle Oil project. This display educates viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. Reaction to the display at various race events has been very positive.

ACTIVITY 2N: Distribution of participating city/county used oil recycling materials.

Local used oil programs are always invited to participate in the regional Oil Recycling Champions campaign. So far during this grant term, the program has teamed up with Monterey and Glenn Counties. The Oil Recycling Champions booth provides a location to include education and outreach materials pertaining these and other local programs. Their personnel and information answer questions for local residents, which can also include racers, crew members and spectators, about where in their city or county they can recycle their used motor oil. Area recycling coordinators and others are welcome to staff the booth with SCCA personnel to talk about specific local programs and concerns with those who visit the booth. Announcements throughout the day at the race events also remind people to visit the tents for more information.

While the campaign is encouraged by the participation of these two jurisdictions, we are eager to include other agencies in our efforts as well. The three main tracks used for Oil Recycling Champions events incorporate large regions that include many city and county areas. Participants and spectators drawn to the three tracks will most likely be from the following areas:

- Thunderhill Park: Glenn, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento Counties
- Infineon Raceway: Napa, Marin, San Francisco, Sonoma, Solano Counties
- Laguna Seca: Monterey, Santa Cruz, Salinas, Santa Clara Counties

The SCCA wants to encourage participation from these localities, thus expanding the efforts in which the SCCA is currently engaged. We will be contacting the proper city and county coordinators to invite them to take part. Exchanging ideas from each local and distributing their customized materials will broaden the perspective of oil recycling education.

ACTIVITY 2O: VIP hosting of state and local agencies during race events with special hospitality area.

State and local agencies are encouraged to attend selected Oil Recycling Champions race events. During the Western States Shootout event from November 7-9, the campaign held a VIP event for representatives from various agencies. Directors and staff from the California Integrated Waste Management Board as well as local city and county agencies were invited. A special hospitality area



Activity 2



Activity 3

was set-up at the race. Oil Recycling Champions will host additional VIP events in 2004 and 2005.

ACTIVITY 3A: Updates on all promotional activity on the SCCA website.

The web site for the San Francisco Region of the SCCA includes all the details of the Oil Recycling Champions series. The Oil Recycling Champions portion was included in July of 2003. The site also keeps references to Race to Recycle Oil. It can be accessed through following address:

www.sfrscca.org

(look for the Oil Recycling Champions link in the upper left corner).

The web site displays the "Oil Recycling Champions" logo and current information about the race series. It presently provides detailed information regarding the "Oil Recycling Champions" race series, a survey, schedules, information about certified used oil collection centers, re-refined oil, used oil publications and much more. We will continue to oversee and work with the webmaster to update the web site with new information.

This site averages approximately 30,000 hits per month. In the month of December 2003, for example, the Oil Recycling Champions logo was displayed 15,680 times, the Race to Recycle Oil logo was displayed 14,606 times and the customized Oil Recycling Champions page was requested 516 times.



ACTIVITY 3B: SCCA Oil Recycling Champions to participate in off-site special car events:

- San Francisco International Auto Show
- Hot April Nights
- Glenn County Car Show
- Autorama
- Other Events

Where they will have attendees complete pledge forms.

The SCCA is constantly looking for events to attend where it can promote the Oil Recycling Champions race series and oil recycling message. During the reporting period, the campaign has attended two events:

- The San Francisco International Auto Show
- The Glenn County Car Show.

At both events, staff displayed the Oil Recycling Champions banner as well as the Race to Recycle Oil educational kiosk. Brochures/Pledge forms were also distributed. Approximately 25,000 people passed through the display at the San Francisco International Auto Show. 2,000 people were exposed to our message at the Glenn County Car Show.



ACTIVITY 3C: SCCA Oil Recycling Champions to participate in NASCAR, CART, ALMS and other special motor racing programs with SCCA booth/display.

Oil Recycling Champions was present at four special motor racing programs during the first cycle of the grant. Displays (including banners) were set up at the following events:

- NASCAR Series Race – Infineon Raceway, June 19-22
- American LeMans Series Race (ALMS) – Infineon Raceway, July 25-27
- Monterey Historics Race – Laguna Seca Raceway, August 15-17
- Championship Auto Racing Teams (CART) Event – September 10-12

ACTIVITY 3D: Oil/filter pledge-signers recognition on SCCA website and "The Wheel" magazine.

Because this is the first phase of the Oil Recycling Champions campaign, we are still receiving pledge forms from those who promise to recycle their used oil/filters and use re-refined oil. Selected "pledgers" will soon be recognized on the SCCA website as well as in The Wheel. In the meantime, we are reviewing the pledges that have already been submitted.

ACTIVITY 3E: Mailings to SCCA Membership to conduct an oil/filter recycling survey and obtain pledges from at least 10 persons in order to validate membership.

As mentioned in Activity 2L, Oil Recycling Champions produced a brochure/pledge/survey. The brochure portion includes a description of the program, information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. The survey portion is designed to track recycling habits as well as to ascertain the level of knowledge about the Oil Recycling Champions program. It is printed on a perforated card so that the person filling it out can easily detach it and return it via mail. The campaign team is currently collecting the data.

These brochures/pledges/surveys have been mailed to members of the SCCA and have been made available at each Oil Recycling Champions event. SCCA members have been asked to obtain pledges from at least 10 people outside of the club who are willing to recycle used oil/filters as well as use re-refined oil. The survey has also been added to the SCCA's website. Those interested can fill it out and submit the information electronically. The data is then sent to a member of the Oil Recycling Champions team where it can be tabulated. As mentioned, hundreds of surveys (both hard and electronic copies) have already been submitted. We will include a summary in a future report.

ACTIVITY 3F: Point-of-sale material promotion with select retail sites and assistance with re-refined oil sales to the general public.

Point-of-sale displays are currently being designed and produced. They will each bear the Oil Recycling Champion logo, including the 1-800-CLEANUP resource number, and a section to hold the brochure/pledge/surveys. SCCA members have agreed to show the displays in their auto-related retail stores. The displays will also be placed around racetracks and in the "Race Central" area of Thunderhill Park to promote the use of re-refined oil to racers and spectators.



Activity 3

ACTIVITY 3G: End of year banquet celebration for winners.

An end of the year Oil Recycling Champions banquet is scheduled for January 24th, 2004. All 6,000 SCCA members are invited to attend. Forty people will be honored as "Oil Recycling Champions." Each champion has been identified as a "winner" within his/her class and receives free admission to the banquet.

ACTIVITY 3H: CIWMB and other special guests included in all banquets and ceremonies.

CIWMB personnel and other guests of SCCA will be invited to attend the end of the year banquet on January 24, 2004.

ACTIVITY 3I: Awards/plaques for all "Oil Recycling Champions"; CIWMB logo and used oil recycling message included.

The yearly banquets for SCCA membership are an excellent opportunity to give a high-profile push to the Oil Recycling Champions series. Awards will be given highlighting those participating in the Oil Recycling Champions program. Information about the program will also be disseminated. Plus, display of the campaign banners will again highlight the importance of the series.

ACTIVITY 3J: Free admission to banquets, SCCA Membership discounts, and free re-refined oil for racers who win a drawing based on the oil recycling pledges they've collected from the community.

Pledge forms are continuing to roll in. We will be distributing these incentives during 2004 and 2005.

ACTIVITY 3K: Series of display advertisements (16 minimum) in bi-monthly issues of "The Wheel." Ads will include used oil message, pledge forms, surveys, etc. Each ad will be half-page in size.

Oil Recycling Champions ads have been running in every edition of The Wheel since the beginning of the grant. Ads are half-page in size, but extra, smaller sized ads, have also been used to promote the campaign. The Wheel is the official publication of the San Francisco Region of the SCCA. It is produced monthly and mailed to all SCCA members and subscribers.



The Wheel is made up of over 28 pages per issue on a 11"x 17" format. The newspaper is abundant with SCCA race event dates, articles, stories, ads, and information surrounding the SCCA-Oil Recycling Champions series. The "Race to Recycle Oil" and "Oil Recycling Champions" programs have been promoted throughout the newspaper continuously. Enclosed are copies of The Wheel with references to the "Oil Recycling Champions" campaign.



ACTIVITY 3L: Free media outreach to all local, state and national publications prior to each on-site as well as off-site event. Publications will include National Speed Sport News, Speed Vision, ESPN, and general local media.

(See Activities 1B and 2I)

ACTIVITY 3M: Ballot insert in billing to all SCCA members.

(See Activities 2L and 3E)

Activity 3

ACTIVITY 4A: New Campaign logo/slogan/image for "Oil Recycling Champions."

A new "Oil Recycling Champion" logo/slogan/image was developed for use on all outreach materials. The logo is on a white backdrop and shows a black and white checkered flag in the background. "Oil Recycling Champions" is written on top in two different forms of type and colors. "Oil Recycling" is written simply in black. The word "Champions" is written in cursive and shown in a bold red color to make it stand out. "1-800-CLEANUP" is written in bold, black letters below. To the left of the phone number is the "Recycle Used Oil" logo and to the right is the SCCA logo. "Funded by a grant from the California Integrated Waste Management Board" is found at the bottom of the design.

Activity 4

ACTIVITY 4B: Vehicle "wrap" of SCCA pace car.

(See Activity 2E)

The pace car will be "wrapped" in early 2004.

ACTIVITY 4C: Race track banners.

Banners were designed and produced with an enlarged version of the "Oil Recycling Champion" logo. (See Activity 4A) 12 banners have been produced.

ACTIVITY 4D: Newspaper advertisements for "The Wheel."

(See Activity 3K)

Currently, all advertisements for The Wheel show the "Oil Recycling Champions" logo (See Activity 4A). Future advertisements will highlight an actual "Oil Recycling Champion", selected through the pledge form submissions.



Activity 4

ACTIVITY 4E: Point-of-sale materials for auto parts retailers (i.e. posters).

Retailers have requested a table-top display that can hold brochures, instead of posters for point-of-sale outreach. We are currently developing a display that is about a foot tall and about a foot and a half long. It is plastic, with a curved shape and a place to hold brochures/pledges/surveys. The display also contains all of the elements in the "Oil Recycling Champions" logo. Six test pieces will initially be produced.

ACTIVITY 4F: Printed materials: brochures, pledge forms, survey forms, billing inserts, calendar and collateral materials.

All brochures/pledge forms/billing inserts, survey forms, billing inserts, and collateral materials contain the "Oil Recycling Champions" information. Production is complete on the 5,000 brochures/pledges/surveys. More will be printed on an as-needed basis.

ACTIVITY 4G: Premium items: patches, recycling champions stickers, drainer containers, oil rags, etc., with "Oil Recycling Champions" logo.

All patches, stickers, drainer containers and oil rags have been designed and produced with the "Oil Recycling Champions" logo. Production is complete. Quantities are as follows:

- Patches: 500
- Bumper stickers: 3,000
- Drainer containers: 250
- Oil rags: 5,000

Additional items will be produced on an as-needed basis.



Activity 5

ACTIVITY 5A: Biannual inventory tracking of all events and materials

All inventory has been tracked and details can be found in Activities 1D, 2F, 2G, 2H, 2L, 3B, 3C, 3F, 3I.

ACTIVITY 5B: Annual survey via "The Wheel" ad.

The survey in The Wheel will be included in an upcoming issue. (See Activity 5C.)



Activity 5

ACTIVITY 5E: Website surveys

Surveys are available on the SCCA website and have been calculated with the results of the brochure/pledge/survey form. (See Activity 5C.)

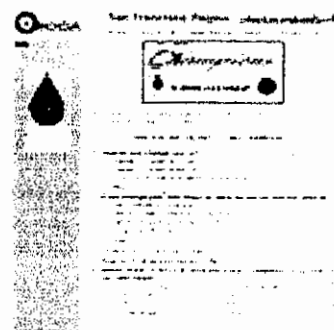
ACTIVITY 5F:

E-mail survey (address obtained from membership data and on-site surveys/pledge forms.

An e-mail survey will take place in 2004, in addition to the website surveys that are currently being completed and submitted.

ACTIVITY 5G: Annual electronic focus group survey with 6-8 SCCA participants.

Instead of an electronic focus group survey, on-site focus groups will be conducted with members at racetracks during the summer of 2004 and 2005.



ACTIVITY 5C: Annual survey and pledge form via SCCA ballot inserts

(See Activity 2L and 3E) Mailings were made at the beginning of the grant.

Hundreds of pledge forms and surveys have been returned so far, with still more coming in weekly. A brief summary of the responses is below:

Where do participants change their oil?

- Home = 81%
- Quick Lube = 27%
- At the Track = 15%

(Note: Some participants use more than one method.)

What do participants do with their used oil?

- Take it to a State Certified Recycling Center = 55%
- Use Curbside Oil Collection = 29%
- Take it to a Hazardous Waste Collection Center = 12%
- Take it to a Racetrack = 3%
- Dump it Down the Drain = 1%

What do participants do with their used oil filters?

- Take it to some sort of a Certified Collection Center = 38%
- Use Curbside Collection = 29%
- Throw it in the Garbage = 33%

What percentage of people are exposed to the following promotions efforts?

- Track Signage = 72%
- Booth = 29%
- Brochure = 39%
- PA announcements = 51%
- Bumper stickers = 52%
- Patches = 40%
- Wheel ads = 87%

(Note: Most participants are exposed to several promotions.)

We found the average SCCA member uses approximately 40 quarts of oil each year.

We will be able to provide more information in future reports when additional surveys have been returned and tabulated.

ACTIVITY 5D: Annual on-site surveys with spectators and attendees at race events.

Surveys are given at every Oil Recycling Champions event via the brochure/pledge/survey. An more in-depth survey will take place with spectators in the summer of 2004 and 2005.

Grant Agreement UNP5-02-12 and attached Terms and Conditions and Procedures and Requirements

GRANT AGREEMENT

CIWMB110 (NEW 10/96)

NAME OF GRANT PROGRAM 2002/2003 Used Oil Grants for Non-Profit Organizations - 5th Cycle		GRANT NUMBER UNP5-02-13
GRANT RECIPIENT'S NAME Sports Car Club of America		
TAXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER	TOTAL GRANT AMOUNT NOT TO EXCEED \$275,776.55	
TERM OF GRANT AGREEMENT		
FROM: May 1, 2003	TO: April 30, 2005	

THIS AGREEMENT is made and entered into on this 1st day of May, 2003, by the State of California, acting through the Executive Director of the California Integrated Waste Management Board (the "State") and Sports Car Club of America (the "Grantee"). The State and the Grantee, in mutual consideration of the promises made herein, agree as follows:

The Grantee agrees to perform the work described in the Work Statement attached hereto as Exhibit C according to the Budget attached hereto as Exhibit D.

The Grantee further agrees to abide by the provisions of the following exhibits attached hereto:

- Exhibit A - Terms and Conditions
- Exhibit B - Procedures and Requirements
- Exhibit C - Work Statement
- Exhibit D - Budget Itemization

Exhibits A, B, C, AND D attached hereto and the State approved application are incorporated by reference herein and made a part hereof.

The State agrees to fund work done by the Grantee in accordance with this Agreement up to the Total Grant Amount Not to Exceed specified herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the dates entered below.

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD		GRANTEE'S NAME (PRINT OR TYPE) Sports Car Club of America	
SIGNATURE - <i>Mark Leary</i> for		GRANTEE'S SIGNATURE <i>[Signature]</i>	
Mark Leary, Executive Director	DATE 8-20-2003	TITLE CEO	DATE 8/5/03
		GRANTEE'S ADDRESS (INCLUDE STREET, CITY, STATE AND ZIP CODE)	
CERTIFICATION OF FUNDING			
AMOUNT ENCUMBERED BY THIS AGREEMENT \$275,776.55	PROGRAM/CATEGORY (CODE AND TITLE) 2002/2003 Used Oil Grants for Non-Profit Organizations - 5th Cycle		FUND TITLE CA Used Oil Recycling
PRIOR AMOUNT ENCUMBERED FOR THIS AGREEMENT	(OPTIONAL USE)		
TOTAL AMOUNT ENCUMBERED TO DATE \$275,776.55	ITEM 3910-502-0100	CHAPTER 822	STATUTE 1995
	FISCAL YEAR 2002/2003		
	OBJECT OF EXPENDITURE (CODE AND TITLE) 1000-15192-418.03		
I hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		T.B.A. NO.	S.R. NO.
SIGNATURE OF ACCOUNTING OFFICER - <i>Julio Arredondo</i>		DATE 5/6/03	

This grant may not be funded unless the proposed Grantee meets the following two conditions within ninety (90) days from the date of mailing of this Agreement by the California Integrated Waste Management Board: 1) the return of a complete and signed Grant Agreement; and 2) the full payment of all outstanding debts(s) owed by the proposed Grantee to the California Integrated Waste Management Board.

**EXHIBIT A
TERMS AND CONDITIONS
USED OIL NONPROFIT GRANT
FISCAL YEAR 2002/2003**

The following terms used in this Agreement have the meanings given to them below, unless the context clearly indicates otherwise.

- a. "CIWMB" means the California Integrated Waste Management Board.
- b. "Executive Director" means the Executive Director of the CIWMB or his or her designee.
- c. "State" means the State of California, including, but not limited to, the CIWMB and/or its designated officer.
- d. "Grant Manager" means the CIWMB staff person responsible for monitoring the grant.
- d. "Grantee" means the recipient of funds pursuant to this Agreement.
- e. "Program" means the recipient of funds pursuant to this Agreement.

1. Airs or Water Pollution Violation. Under the State laws, the Grantee shall not be: (a) in violation of any order or resolution not subject to review promulgated by the State Air Resources Board or an air pollution control district; (b) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of waste discharge requirements or discharge prohibitions; or (c) finally determined to be in violation of provisions of federal law relating to air or water pollution.

2. Amendment. No amendment or variation of the terms of this Agreement shall be valid unless made in writing, signed by the parties, and approved as required. No oral understanding or agreement not incorporated into this Agreement is binding on any of the parties.

3. Americans with Disabilities Act. The Grantee assures the State that it complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. (42 U.S.C. § 12101 et seq.)

4. Assignment, Successors, and Assigns.

- a. This Agreement may not be assigned by the Grantee, either in whole or in part, without the CIWMB's prior written consent.
- b. The provisions of this Agreement shall be binding upon and inure to the benefit of the CIWMB, the Grantee, and their respective successors and assigns.

5. Audit/Records Access. The Grantee agrees that the CIWMB, the Department of Finance, the Bureau of State Audits, or their designated representative(s) shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. The Grantee agrees to maintain such records for possible audit for a minimum of three (3) years after final payment. Unless a longer period of records retention is stipulated, or until completion of any action and resolution of

all issues which may arise as a result of any litigation, dispute, or audit, whichever is later. The Grantee agrees to allow the designated representative(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, the Grantee agrees to include a similar right of the State to audit records and interview staff in any contract or subcontract related to performance of this Agreement.

[You may find it helpful to share the Terms and Conditions and Procedures and Requirements with your finance department. Examples of audit documentation include, but are not limited to: expenditure ledger, payroll register entries and time sheets, personnel expenditure summary form, travel expense log, paid warrants, contracts, change orders, invoices, and/or canceled checks.]

6. Availability of Funds. The CIWMB's obligations under this Agreement are contingent upon and subject to the availability of funds appropriated for this grant.

7. Child Support Compliance Act. For any agreement in excess of \$100,000, the Grantee acknowledges that:

- a. the Grantee recognizes the importance of child and family support obligations and shall fully comply with all applicable state and federal laws relating to child and family support enforcement, including, but not limited to, disclosure of information and compliance with earnings assignment orders, as provided in Chapter 8 (commencing with Section 5200) of Part 5 of Division 9 of the Family Code; and
- b. the Grantee, to the best of its knowledge, is fully complying with the earnings assignment orders of all employees, and is providing the names of all new employees to the New Hire Registry maintained by the California Employment Development Department.

8. Communications. All communications from the Grantee to the CIWMB shall be directed to the Grant Manager. All notices required by this Agreement shall be given in writing and sent by prepaid mail, or by personal delivery, or by FAX followed by prepaid mail or personal delivery to the Grant Manager at the following address:

Via standard mail: California Integrated Waste Management Board
Used Oil and HHW Branch, - M.S. 21
Special Waste Division
P.O. Box 4025 MS-21
Sacramento, CA 95812-4025

Via courier/personal delivery: California Integrated Waste Management Board
Used Oil and HHW Branch - M.S. 21
Special Waste Division
1001 I Street
Sacramento, CA 95814

Via FAX: (916) 319-7230

9. Compliance. The Grantee shall comply fully with all applicable federal, state, and local laws, ordinances, regulations, and permits. The Grantee shall provide evidence, upon request, that all local, state, and/or federal permits, licenses, registrations, and approvals have been secured for the purposes for which grant funds are to be expended. The Grantee shall maintain compliance with such requirements throughout the grant period. The Grantee shall ensure that the requirements of the California Environmental Quality Act are met for any approvals or other requirements necessary to carry out the terms of this Agreement. Any deviation from the requirements of this section shall result in non-payment of grant funds.

10. Confidentiality/Public Records. The Grantee and the CIWMB acknowledge that each party may come into possession of information and/or data that may be deemed confidential or proprietary by the

person or organization furnishing the information or data. Such information or data may be subject to disclosure under the California Public Records Act, Government Code ("GC") Section 6250 et seq. The CIWMB agrees not to disclose such information or data furnished by the Grantee and to maintain such information or data as confidential when so designated by the Grantee in writing at the time it is furnished to the CIWMB, but only to the extent that such information or data is exempt from disclosure under the California Public Records Act.

11. Conflict of Interest. The Grantee needs to be aware of the following provisions regarding current or former state employees. If the Grantee has any questions on the status of any person rendering services or involved with this Agreement, the CIWMB must be contacted immediately for clarification.

Current State Employees (Public Contracts Code (PCC) § 10410):

- a. No officer or employee shall engage in any employment, activity, or enterprise from which the officer or employee receives compensation or has a financial interest and which is sponsored or funded by any state agency, unless the employment, activity, or enterprise is required as a condition of regular state employment.
- b. No officer or employee shall contract on his or her own behalf as an independent contractor with any state agency to provide goods or services.

Former State Employees (PCC § 10411):

- a. For the two-year period from the date he or she left state employment, no former state officer or employee may enter into a contract in which he or she engaged in any of the negotiations, transactions, planning, arrangements or any part of the decision-making process relevant to the contract while employed in any capacity by any state agency.
- b. For the twelve-month period from the date he or she left state employment, no former state officer or employee may enter into a contract with any state agency if he or she was employed by that state agency in a policy-making position in the same general subject area as the proposed contract within the twelve month period prior to his or her leaving state service.

If the Grantee violates any provisions of above paragraphs, such action by the Grantee shall render this Agreement void. (PCC § 10420)

12. Contractors/Subcontractors. The Grantee will be entitled to make use of its own staff and such contractors and subcontractors as are mutually acceptable to the Grantee and the CIWMB. Any change in contractors or subcontractors must be mutually acceptable to the parties. Immediately upon termination of any such (sub)contract, the Grantee shall notify the Grant Manager.

Nothing contained in this Agreement or otherwise, shall create any contractual relation between the CIWMB and any contractors or subcontractors of Grantee, and no agreement with contractors or subcontractors shall relieve the Grantee of its responsibilities and obligations hereunder. The Grantee agrees to be as fully responsible to the CIWMB for the acts and omissions of its contractors and subcontractors and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by the Grantee. The Grantee's obligation to pay its contractors and subcontractors is an independent obligation from the CIWMB's obligation to make payments to the Grantee. As a result, the CIWMB shall have no obligation to pay or to enforce the payment of any moneys to any contractor or subcontractor.

13. Controlling Law. This Agreement is governed by and shall be interpreted in accordance with the laws of the State of California.

14. Copyrights and Trademarks.

- a. The Grantee assigns to the State any and all rights, title, and interests to any copyrightable material or trademarkable material created or developed in whole or in any part as a result of this Agreement, including the right to register for copyright or trademark of such materials. Grantee shall require that its contractors and subcontractors agree that all such materials shall be the property of the State. Upon written request by the Grantee, the CIWMB may give, at the Executive Director's sole discretion, written consent to the Grantee to retain all or any part of the ownership of these rights.

- c. The State through the CIWMB hereby grants to the Grantee a royalty-free, nonexclusive, nontransferable license to reproduce, translate, and distribute copies of the materials produced pursuant to this Agreement, for nonprofit purposes, and to have or permit others to do so on the Grantee's behalf.

15. Corporation Qualified To Do Business in California. When work under this Agreement is to be performed in California by a corporation, the corporation shall be in good standing and currently qualified to do business in the State. "Doing business" is defined in Revenue and Taxation Code Section 23101 as actively engaging in any transaction for the purpose of financial or pecuniary gain or profit.

16. Discretionary Termination. The Executive Director shall have the right to terminate this Agreement at his or her sole discretion at any time upon thirty (30) days written notice to the Grantee. Within forty-five (45) days of receipt of written notice, Grantee is required to: a) submit a final written report describing all work performed by the Grantee; b) submit an accounting of all grant funds expended up to and including the date of termination; and, c) reimburse the CIWMB for any unspent funds.

17. Disputes. Unless otherwise instructed by the Grant Manager, the Grantee shall continue with its responsibilities under this Agreement during any dispute.

18. Drug-Free Workplace Certification.

- a. The person signing this Agreement on behalf of the Grantee certifies under penalty of perjury, that the Grantee will comply with the requirements of the Drug-Free Workplace Act of 1990 (GC § 8350 et seq.) and will provide a drug-free workplace by taking the following actions:
- (1) Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited and specifying actions that will be taken against employees for violations.
 - (2) Establish a drug-free awareness program to inform employees about all of the following: (a) the dangers of drug abuse in the workplace, (b) the Grantee's policy of maintaining a drug-free workplace, (c) any available counseling, rehabilitation, and employee assistance programs, and (d) penalties that may be imposed upon employees for drug abuse violations.
 - (3) Require that each employee who works on the grant: (a) receive a copy of the drug-free policy statement of the Grantee, and (b) agrees to abide by the terms of such statement as a condition of employment on the grant.

19. Entire Agreement. This Agreement supersedes all prior agreements, oral or written, made with respect to the subject hereof and, together with all attachments hereto, contains the entire Agreement of the parties.

20. Environmental Justice. In the performance of this Agreement, Grantee shall conduct its programs, policies, and activities that substantially affect human health or the environment in a manner that ensures the fair treatment of people of all races, culture, and income levels, including minority populations and low-income populations of the State.

21. Failure to Perform as Required by This Agreement. The CIWMB will benefit from the Grantee's full compliance with the terms of this Agreement only by the Grantee's (a) investigation and application of technologies, processes, and devices which support reduction, reuse, and/or recycling of wastes; or (b) cleanup of the environment; or (c) enforcement of solid waste statutes and regulations, as applicable. Therefore, Grantee shall be in compliance with this Agreement only if the work it performs results in (a) application of or information, a process, usable data or a product which can be used to aid in reduction, reuse, and/or recycling of waste; or (b) the cleanup of the environment; or (c) the enforcement of solid waste statutes and regulations, as applicable.

22. Force Majeure. Neither the CIWMB nor the Grantee, its contractors, vendors, or subcontractors, if any, shall be responsible hereunder for any delay, default, or nonperformance of this Agreement, to the extent that such delay, default, or nonperformance is caused by an act of God, weather, accident, labor strike, fire, explosion, riot, war, rebellion, sabotage, flood, or other contingencies unforeseen by the CIWMB or the Grantee, its contractors, vendors, or subcontractors, and beyond the reasonable control of such party.

23. Forfeit of Grant Funds/Repayment of Funds Improperly Expended. If grant funds are not expended, or have not been expended, in accordance with this Agreement, or if real or personal property acquired with grant funds is not being used, or has not been used, for grant purposes in accordance with this Agreement, the Executive Director, at his or her sole discretion, may take appropriate action under this Agreement, at law or in equity, including requiring the Grantee to forfeit the unexpended portion of the grant funds and/or to repay to the CIWMB any funds improperly expended.

24. Grantee's Indemnification and Defense of the State. The Grantee agrees to indemnify, defend, and save harmless the State, its officials, officers, agents, employees, and servants from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, materialmen, suppliers, laborers, and any other person, firm, or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims and losses accruing or resulting to any person, firm, or corporation who may be injured or damaged by the Grantee in the performance of this Agreement.

25. Grantee's Name Change. A written amendment is required to change the Grantee's name as listed on this Agreement. Upon receipt of legal documentation of the name change, the CIWMB will process the amendment. Payment of Payment Requests presented with a new name cannot be paid prior to approval of the amendment.

26. Independent Capacity. Grantee, and the agents and employees of Grantee, in the performance of this Agreement, shall act in an independent capacity and not as officers, employees or agents of the State.

27. National Labor Relations Board Certification. The person signing this Agreement on behalf of the Grantee certifies under penalty of perjury that no more than one final unappealable finding of contempt of court by a federal court has been issued against the Grantee within the immediately preceding two-year period because of the Grantee's failure to comply with an order of a federal court which orders the Grantee to comply with an order of the National Labor Relations Board. (Not applicable to public entities.)

28. No Agency Relationship Created. The Grantee and the agents and employees of Grantee, in the performance of this Agreement, shall act in an independent capacity and not as officers or employees or agents of the CIWMB.

29. Non-Discrimination Clause. The person signing this Agreement on behalf of the Grantee certifies under penalty of perjury that the Grantee has, unless exempted, complied with the nondiscrimination program requirements (GC § 12990 (a-f)) and California Code of Regulations, Title 2, Section 8103) (Not applicable to public entities.)

30. Ownership of Drawings, Plans, and Specifications. The State shall have separate and independent ownership of all drawings, design plans, specifications, notebooks, tracings, photographs, negatives, reports, findings, recommendations, data, software, and memoranda of every description or any part thereof, paid for in whole or in any part with grant funds. Copies thereof shall be delivered to the CIWMB upon request. Grantee agrees, and shall require that its contractors, subcontractors, and vendors agree that the State shall have the full right to use said copies in any manner when and where it may determine without any claim to additional compensation.

31. Patents. The Grantee assigns to the State all rights, title, and interest in and to each invention or discovery that may be capable of being patented, that is conceived of or first actually reduced to practice

in the course of or under this Agreement, or with the use of any grant funds. Upon written request by the Grantee, the CIWMB may give, at the Executive Director's sole discretion, written consent to the Grantee to retain all or any part of the ownership of these rights.

32. Payment.

- a. The Budget (Expenditure Itemization Summary) attached to and incorporated herein by reference to this Agreement as Exhibit D in application, states the maximum amount of allowable costs for each of the tasks identified in the Work Statement (Work Plan), which is attached to and incorporated herein by reference to this Agreement as Exhibit C in application. The CIWMB shall reimburse the Grantee for only the work and tasks specified in the Work Plan at only those costs specified in the Budget.
- b. The Grantee shall carry out the work described on the Work Plan in accordance with the Expenditure Itemization Summary, and shall obtain the Grant Manager's written approval of any changes or modifications to the Work Plan or Expenditure Itemization Summary prior to performing the changed work or incurring the changed cost. If the Grantee fails to obtain such prior written approval, the Executive Director, at his or her sole discretion, may refuse to provide funds to pay for such work or costs.
- c. The Grantee shall request reimbursement in accordance with the procedures described in the Administrative Procedures and Requirements, which is attached to and incorporated herein by reference to this Agreement as Exhibit B.

33. Real and Personal Property Acquired with Grant Funds.

- a. All real and personal property, including equipment and supplies, acquired with grant funds shall be used by the Grantee only for the purposes for which the CIWMB approved their acquisition for so long as such property is needed for such purposes, regardless of whether the Grantee continues to receive grant funds from the CIWMB for such purposes.
- b. Subject to the obligations and conditions set forth in this section, title to all real and personal property acquired with grant funds, including all equipment and supplies, shall vest upon acquisition in the Grantee.

34. Recycling Certification. Grantee shall certify the minimum, if not the exact, percentage of postconsumer and secondary material in the products, materials, goods, and supplies purchased with grant funds. This certification shall be provided to the CIWMB on the Recycled Content Certification Form 74G available at: www.ciwmb.ca.gov/HHW/Forms/

35. Remedies. Unless otherwise expressly provided herein, the rights and remedies hereunder are in addition to, and not in limitation of, other rights and remedies under this Agreement, at law or in equity, and exercise of one right or remedy shall not be deemed a waiver of any other right or remedy.

36. Resolution. A county, city, district, or other local public body must provide the CIWMB with a copy of a resolution, order, motion, or ordinance of the local governing body, which by law has authority to enter into an agreement, authorizing execution of this Agreement and designating the job title of the individual authorized to sign on behalf of the local public body.

37. Severability. If any provisions of this Agreement are found to be unlawful or unenforceable, such provisions will be voided and severed from this Agreement without affecting any other provision of this Agreement. To the full extent, however, that the provisions of such applicable law may be waived, they are hereby waived to the end that this Agreement be deemed to be a valid and binding agreement enforceable in accordance with its terms.

38. Site Access. The Grantee shall allow the State to inspect sites at which grant funds are expended and related work being performed at any time during the performance of the work and for thirty (30) days after completion of the work.

39. Stop Work Notice. Immediately upon receipt of a written notice from the Grant Manager to stop work, the Grantee shall cease all work under this Agreement.

40. Termination for Cause. The CIWMB may terminate this Agreement and be relieved of any payments should the Grantee fail to perform the requirements of this Agreement at the time and in the manner herein provided. In the event of such termination, the CIWMB may proceed with the work in any manner deemed proper by the CIWMB. All costs to the CIWMB shall be deducted from any sum due the Grantee under this Agreement.

41. Time Is of the Essence. Time is of the essence of this Agreement.

42. Union Organizing. By signing this Agreement, the Grantee hereby acknowledges the applicability of GC §§ 16645 through 16649 to this Agreement and hereby certifies that:

- a. No grant funds disbursed by this grant will be used to assist, promote, or deter union organizing.
- b. If the Grantee makes expenditures to assist, promote, or deter union organizing, the Grantee will maintain records sufficient to show that no state funds were used for those expenditures, and that Grantee shall provide those records to the Attorney General upon request.

43. Unreliable List. Prior to authorizing a contractor(s) to commence work under this Grant, the Grantee shall submit to the CIWMB a declaration from the contractor(s), signed under penalty of perjury, stating that within the preceding three years, none of the events listed in Section 17050 of Title 14, California Code of Regulations, Natural Resources, Division 7, have occurred with respect to the contractor(s). See <http://www.ciwmb.ca.gov/Regulations/Title14/ch1.htm#ch1a5>

Placement of the Grantee on the CIWMB Unreliable List at anytime after award of this Grant may be grounds for termination of the Grant. If a contractor is placed on the CIWMB Unreliable List after award of this Grant, the Grantee may be required to terminate that contract.

44. Venue. All proceedings concerning the validity and operation of this Agreement and the performance of the obligations imposed upon the parties hereunder shall be held in Sacramento County, California. The parties hereby waive any right to any other venue.

45. Waiver of Claims and Recourse Against the State. The Grantee agrees to waive all claims and recourse against the State, its officials, officers, agents, employees, and servants, including, but not limited to, the right to contribution for loss or damage to persons or property arising out of, resulting from, or in any way connected with or incident to this Agreement. This waiver extends to any loss incurred attributable to any activity undertaken or omitted pursuant to this Agreement or any product, structure, or condition created pursuant to, or as a result of, this Agreement.

46. Waste Reduction. In the performance of this Agreement, for purchases made with grant funds, the Grantee shall purchase recycled-content products (RCP), as defined by the State Agency Buy Recycled Campaign (SABRC) minimum recycled-content requirements, see www.ciwmb.ca.gov/BuyRecycled/StateAgency/. Purchases of non-RCPs must receive prior written approval by the CIWMB grant manager. Grantee shall practice other waste reduction measures, whenever feasible.

47. Purchase of Waste Tires and Tire-Derived Products. Unless otherwise provided for in this Agreement, in the performance of this Agreement, for purchases made with grant funds, the Grantee shall purchase only California waste tires and California waste tire-derived products. As a condition of final payment under this Agreement, the Grantee must provide documentation substantiating the source of the tire materials used during the performance of this Agreement to the Grant Manager.

48. Work Projects/Publicity and Acknowledgement. The Grantee shall submit copies of all draft public education or advertising materials to the Grant Manager for review and approval prior to the Grantee's use of materials. The Grantee must provide the CIWMB with copies of all final products identified in the Work Statement. The Grantee shall acknowledge the CIWMB's support each time projects funded, in



RECYCLE
USED OIL

PROCEDURES AND REQUIREMENTS

USED OIL NONPROFIT GRANT

FISCAL YEAR 2002/2003

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



May 2003

DATE	ACTIVITY
May 1, 2003 – April 30, 2005	Grant Term
May 1, 2003	Grant Recipients Begin Execution of Grants
January 15, 2004	First Progress Report Due
July 15, 2004	Second Progress Report Due
January 15, 2005	Third Progress Report Due
April 30, 2005	Close of Grant Term
May 6, 2005	Final Report and Payment Request Due
	<u>NO EXTENSIONS WILL BE GRANTED.</u>

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD
Used Oil Nonprofit Grant
Procedures and Requirements
May 2003
Fiscal Year (FY) 2002/ 2003

The California Oil Recycling Enhancement Act (Public Resources Code Section 48600 et seq.) authorizes the California Integrated Waste Management Board (CIWMB) to offer Used Oil Non-Profit Grants (Non-Profit Grants) for the establishment of new programs or expansion of existing programs that address the proper management of used lubricating oil. These are the *Procedures and Requirements* for the FY 2002-2003 Non-Profit Grants. This document is incorporated by reference into the Non-Profit Grant Agreement.

Questions?

Please direct any questions regarding the Non-Profit Grant Agreement to your Grant Manager at his/her direct telephone number or at (916) 341-6457. To find the name and telephone number of your Grant Manager go to www.ciwmb.ca.gov/HHW/Grants/Contacts.htm.

Where to send Reports, Payment Requests, and etc.

Send your Reports, Payment Requests, and all other written correspondence to your Grant Manager's attention at:

Special Waste Division
Used Oil and HHW Branch – MS #21
California Integrated Waste Management Board
1001 I Street
P.O. Box 4025
Sacramento, CA 95812-4025

Eligible costs

All expenditures must be only for activities, products, and costs included in the approved Work Plan (Exhibit C in application) and Expenditure Itemization Summary (Exhibit D in application), and must be incurred within the grant term.

Ineligible costs

Any costs not included in your approved budgeted Expenditure Itemization Summary are ineligible for reimbursement. If you have any questions regarding ineligible costs, contact your Grant Manager. Ineligible costs include, but are not limited to, the following:

- Costs incurred outside the grant term (prior to May 1, 2003 or after April 30, 2005).

- Costs not identified in the approved budgeted Expenditure Itemization Summary.
- Costs currently covered by another CIWMB loan or grant.
- Purchasing or leasing of land.
- Purchasing or leasing of vehicles by non-governmental agencies.
- Remediation.
- Enforcement activities.
- Overtime costs (except for local government staffing during evening or weekend events when law or labor contract requires overtime compensation).
- Out-of-state travel.
- Any food or beverages (e.g., as part of meetings, workshops, training, or events).
- Public education costs not directly tied to used oil collection or prevention of stormwater pollution from oil and oil byproducts.
- Profit or markup by the Grantee. Profit is allowed to contractors and subcontractors for services and products when Grantee follows a competitive bidding process.
- Any costs that are not consistent with local, state, and federal guidelines or regulations, and laws.
- Cell phones, pagers, and palm pilots.
- Items that contributes to the Household Hazardous Waste (HHW) stream (batteries, mercury containing products, etc.).
- Development of school curricula.
- Travel reimbursements in excess of the state rate.
- Expending grant funds related to mitigation and collection of used oil and used oil byproducts from stormwater runoff without a stormwater

management program approved by the California Regional Water Quality Control Board. For more information you can contact your Local Government administrator and/ or Regional Water Quality Control Board.

Exceptions

Exceptions to the expenditure requirements and these Procedures & Requirements will be considered on a case-by-case basis. These requests must be submitted in writing and approved in writing by your Grant Manager. The Grantee is responsible for retaining documentations of any exceptions to these Procedures and Requirements for audit purposes.

Recycled Content Requirements

All Grantees must report the percentage of recycled-content material for products purchased in the following product categories. Grantees must use a separate Recycled-Content Certification (RCP) Form (CIWMB 74G) for **each supplier** and submit these forms with **each Progress Report**. The form can be found at the CIWMB website: www.ciwmb.ca.gov/HHW/Forms/

Purchases of the following products with grant funds must meet the specific percentages of recycled-content, as described on the RCP form.

Paper Products	Printing & Writing Paper	Plastic Products
Compost & Co-Compost	Glass Products	Lubricating Oils
Paint	Solvents	Tire-Derived Products
Tires	Steel Products	

Any exceptions to the above requirements must be pre-approved by your Grant Manager.

Recycled-content information is available for some items commonly purchased through Used Oil Grants at www.ciwmb.ca.gov/UsedOil/Grants/Opportunity/.

More information regarding RCP vendors and contractors may be found at: www.ciwmb.ca.gov/buyrecycled/rcp. Lastly, for information about the CIWMB's *Buy Recycled Program*, visit: www.ciwmb.ca.gov/BuyRecycled

Publicity & Education

All Publicity and Educational (P&E) items/materials must be submitted to your Grant Manager for written approval prior to production. Materials or items purchased, or activities attended without your Grant Manager's pre-approval may be denied for reimbursement. All items/materials must include the following:

- Specific information on reducing the illegal disposal of used oil and/or used oil filters.
- A list of used oil/used oil filter collection opportunities within the targeted community or a telephone number to call for information on local collection centers. When locations are listed, include the following language: "Call

for hours of operation and types of materials accepted."

- Acknowledgement of the CIWMB funding that reads "Funded by a Grant from the California Integrated Waste Management Board." There are only two acceptable Spanish translations: "Financiado por una beca del California Integrated Waste Management Board" or "Patrocinado por fondos del California Integrated Waste Management Board." Use of the initials "CIWMB" is not sufficient. Exception: The acknowledgement line is not required on small items where space constraints would not allow for this line, or if it would interfere with the message (pencils, storm drain stencils, radio spots, etc.). All exceptions must be pre-approved in writing by your Grant Manager.
- All P&E items/materials must meet the RCP content requirements as stated above in the "Recycled-Content Requirements" section.
- Include the "Used Oil Drop" logo with the words "Recycle Used Oil" or "Recycle Used Oil and Filters" as appropriate below it. Camera-ready art and color specifications are available free from the CIWMB. The used oil graphics are also available on the CIWMB's website at: www.ciwmb.ca.gov/UsedOil/graphics/default.htm#usedoil. Use the state colors (blue oil drop on yellow background) on any material produced in 4 or more colors. (Color designation for professional printing: Yale Blue-pantone 286C; Golden Yellow-pantone 123C.).
- A sign or sticker must be attached to all equipment purchased (with the exception of vehicles) with CIWMB grant funds which displays the "used oil drop" logo and states "Funded by a grant from the California Integrated Waste Management Board." Signs that fulfill this requirement are available free from the CIWMB. If you want to develop your own sign, your CIWMB Grant Manager must give pre-approval. All wording and logos must be clearly displayed and/or sized.
- Premiums must be appropriate for the target audience, must be durable, and not likely to be disposed of in a short time (e.g., balloons).
- Premiums must not contribute to the HHW stream (e.g., any item containing batteries, mercury, etc.).

Obtaining Approval

For printed material:

Allow a minimum of five (5) business days for your Grant Manager to review and approve materials. For all languages other than English, you must work with a certified translator or other person fluent in reading and writing the other language before submitting the material to your Grant Manager. Please describe the translator's qualifications and send a copy of the material in English along with your request. Grant Managers will review but not serve as language expert of non-English items/materials. Grant Managers will review these materials for graphics and formatting issues (e.g., inclusion of the Used Oil Drop logo, CIWMB acknowledgement line, etc.) and provide written approval.

- If a consultant or graphic artist is submitting material directly to your Grant Manager for approval, approval from the Grantee must also be submitted with the material.
- Materials approved under another grant or previous grant cycle must be reviewed by your Grant Manager to determine if the material is appropriate for this grant. Approval will be provided in writing.
- If changes are requested by your Grant Manager, incorporate them and submit a revised draft for written approval prior to production.

For videos and radio ads:

- In addition to the above requirements, you must submit a script to your Grant Manager for prior written approval.
- Submit a final draft in the appropriate media format (VHS format for videos and television ads and cassette tape or compact disc for radio ads) to your Grant Manager for written approval prior to production.

Proof of Purchase

- Submit one (1) original copy of each premium item and two (2) original copies of all final P&E items/materials utilized during the reporting period with each Progress Report.
- Submit two (2) photographs from different angles of large items such as

equipment, structures or other items that cannot fit into a legal dimension archive box with each Progress Report.

Clearinghouse

- Keep one (1) original of all materials purchased or produced along with the invoice and all other supporting documents for a period of at least three years after the close of the grant for audit purposes.

The CIWMB has a clearinghouse of premiums and educational items/materials produced over the years with Used Oil and HHW grant funds. The CIWMB staff has selected a group of P&E items/materials, which staff has determined to have particular merit. **However, these selected items/materials are meant to only provide ideas, concepts, and information; they may not meet the current required color schemes or proper verbiage.** All premiums and educational items/materials are subject to an audit and therefore must have your Grant Manager's written pre-approval and meet all the CIWMB requirements. You can view the selected items at:
www.ciwmb.ca.gov/HHW/Clearinghouse/

Copyrights, Trademarks, Patents

Copyrights, trademarks, and patents for items/materials produced with grant funds, including materials created by a contractor or vendor, become the property of the CIWMB. For additional information consult the Terms and Conditions or contact your Grant Manager.

Reporting

Progress Reports are required every six months. Your Grant Manager may request a report at any time. If reports are not submitted timely or Progress Reports are unsatisfactory, this Grant may be terminated for cause.

Only **one** (1) copy of each Progress Report and the Final Report should be submitted. All Reports must be double-sided and printed on paper that contains at least thirty percent (30%) postconsumer fiber.

The lead jurisdiction for a regional project has sole responsibility for reporting on the regional project.

Reporting & Expenditure Categories

When preparing reports and Payment Requests, all expenses must be reported in one of the categories below. All personnel time, **with the exception of personnel hours associated with Stormwater Pollution Prevention Programs**, should be placed under the "Personnel/Other" Category. All personnel costs associated with Stormwater Pollution Prevention Programs should be included in the new "Stormwater" budget category. (The CIWMB is

tracking Stormwater related expenses for a Report to the Legislature.)

- **Permanent Collection Facilities:** Costs for the establishment, expansion, or operation of used oil collection centers or permanent HHW collection facilities including equipment, supplies, and transportation costs for used oil, used oil filters, and plastic oil bottles from these facilities. Costs for recycle-only facilities should also be included in this category.
- **Temporary or Mobile Collection Facilities:** Costs for one-day, intermittent events, or mobile collection (other than residential collection) of used oil, used oil filters or plastic oil bottles.
- **Residential Collection:** Costs for the establishment, continuation, or expansion of curbside or door-to-door collection of used oil, used oil filters or plastic oil bottles. Include containers such as buckets and plastic bags.
- **Stormwater Mitigation:** Costs for all expenditures involving education and mitigation projects relating to Stormwater Pollution Prevention from used oil and used oil byproducts including, but not limited to, storm drain inlet filter device installation and maintenance, stenciling, **and personnel** related to Stormwater Mitigation Programs.
- **Publicity and Education:** Costs for the development, printing, and distribution of publicity or educational materials that promote the used oil, used oil filters or plastic oil bottle collection opportunities funded through this grant.
- **Load checking:** Costs for inspection of loads for used oil/used oil filters at solid waste landfills or transfer stations. Costs for the containment of load check materials (permanent or semi-permanent structure) should also be included here.
- **Personnel/Other:** All personnel costs, including consultants, (**except stormwater**) or other eligible expenditures that cannot be assigned to any of the above listed categories. See "Overhead and Indirect Costs" section.

A Progress Report must be submitted every six months, according to the schedule listed below, even if there are no expenses to be claimed. Ten (10) percent will be deducted from each Payment Request and paid at the end of the grant term when all Reports have been received. The Progress Reports are due as follows:

Progress
Reports

<u>Grant Activity Period</u>	<u>Report Due Date</u>
May 1, 2003 - November 30, 2003	January 15, 2004
December 1, 2003 - May 31, 2004	July 15, 2004
June 1, 2004 – November 30, 2004	January 15, 2005

Each Progress Report must include:

1. The grant number, Grantee's name, and reporting period.
2. A signed Payment Request form (CIWMB 87) (if applicable). See the "Payment Request General Guidelines-Documents" section below for instructions. A copy is available at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/.
3. A description of all work completed since the previous Progress Report arranged by the Reporting and Expenditure Categories as shown in your approved budgeted Expenditure Itemization Summary.
4. A discussion of work to be conducted during the next reporting period. If necessary, discuss any adjustments that might be needed to the Work Plan or approved budgeted Expenditure Itemization Summary.
5. A Recycled-Content Certification Form (CIWMB 74G). Complete a form for all items purchased during the last reporting period. This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/. See the above "Recycled-Content Requirements" section for instructions.
6. A General Checklist of Business Permits, Licenses, and Filings (CIWMB Form 669) must be completed and submitted with each report and/or Payment Request. This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/.
7. Provide one (1) original copy of each premium item and two (2) originals of all final P&E materials/items (e.g. ads, brochures, surveys, etc.) with each Progress Report. If the item is large (e.g., container, oil change mat, or any item that cannot fit into a legal dimension archive box), submit two (2) photographs of the item from different angles.

Final Report

The Final Report along with the Final Payment Request are due May 6, 2005. Payment Requests received after this date will not be paid. No extensions will be granted.

The Final Report must include:

1. The grant number and Grantee's name.
2. A signed Final Payment Request Form (CIWMB 87). To complete this form, see the "Payment Request General Guidelines & Information" section below for instructions or the CIWMB's website:
www.ciwmb.ca.gov/HHW/Forms/ for the form. This form may only be signed by the individual authorized by the resolution.
3. Description of all efforts that were undertaken, continued, and completed during the entire grant term (May 1, 2003 through April 30, 2005). Your Final Report must be arranged by the Reporting and Expenditure Categories shown in your approved Expenditure Itemization Summary and Work Plan. In addition, the following must be addressed, as applicable:

For Permanent and Temporary/Mobile Collection Facilities:

- a) Number of participants at each facility during the grant term.
- b) Amount of used oil in gallons, number of used oil filters and/or the number of plastic oil bottles collected at each facility during the grant term.
- c) Number of days and hours of operation during the grant term.

For Residential Collection Programs:

- a) Number of curbside/door-to-door stops during the grant term, or number of households served by curbside collection (if number of stops are not tracked) during the grant term.
- b) Amount of used oil in gallons, number of used oil filters and/or the number of plastic oil bottles collected during the grant term.

For Stormwater Mitigation Programs:

- a) Number of storm drain inlet filter devices installed and/or serviced.
- b) Number of storm drains stenciled or permanent markers affixed.
- c) P&E materials developed and distributed during the grant term.
- d) Any other stormwater related activities or items purchased during the grant term.

For P&E efforts:

- a) Who was your target audience?
- b) Number of community events attended during the grant term and number of people stopping at your booth.
- c) Number of school presentations conducted during the grant term and number of students participating.
- d) Materials developed (e.g. door hangers, billboards) and distributed (include distribution method) during the grant term.
- e) Total number of people reached as a result of this grant.
- f) Describe the method used to get this estimate. Why did you choose this approach?

For Load Checking Programs:

- a) Frequency of inspections during grant term.
 - b) Number of vehicles inspected through the program during scheduled operation during the grant term.
 - c) Amount in pounds (oil can be reported in gallons) and material type(s) collected during the grant term.
4. Evaluate outcome of the grant. Please quantify/describe the following:
- a) Did you see a decrease of illegal dumping incidents?
 - b) Did the amount of used oil and/or used oil filters collected increase?
 - c) What statistical tests or questionnaires were used to evaluate project effectiveness?
 - d) Describe findings, conclusions, and recommendations for follow-up or ongoing activities and how they affect future development of your program.
 - e) Evaluate your successes or failures, and the cost effectiveness of your efforts.

Note: For more on evaluation see
www.ciwmb.ca.gov/UsedOil/EvalGuide/.

5. A Recycled-Content Certification Form (CIWMB 74G). Complete form for reportable products purchased during the last reporting period. The form can be found at: www.ciwmb.ca.gov/HHW/Forms/ and Recycle-Content Certification section for instructions.
6. A General Checklist of Business Permits, Licenses, and Filings (CIWMB

Form 669) must be completed and submitted. The form can be found at the Board's website: www.ciwmb.ca.gov/HHW/Forms/.

7. Include one (1) original copy of each premium item, and two (2) originals of all P&E items/materials not previously submitted. For large items such as equipment or structures, please submit two (2) photographs from different angles. Submit a photograph of each event attended or conducted.
8. For video and radio ads: submit a final copy in the appropriate media format (VHS format for videos and cassette tape or compact disc for radio ads). List all contractors, subcontractors, and vendors that were used. For each, include a name, address, phone number, and a brief statement of work.
9. If funds are advanced, Grantee must report any accrued interest, see the "Advances" section below for further information.

**Payment
Request General
Guidelines and
Information**

A Payment Request may be submitted quarterly without a Progress Report, if costs have been incurred and not yet claimed.

- Your Payment Request will be approved when your Grant Manager determines that it is complete and accurate, and when applicable, all required Reports have been submitted and approved.
- Payments will be made to the Grantee only.
- Ten percent (10%) will be deducted from each Payment Request and paid at the end of the grant term when all reports and conditions stipulated in the Grant Agreement have been satisfactorily completed.

Payment Request Required Documents

All forms can be downloaded from the CIWMB website as indicated below, or you may contact your Grant Manager for copies. A complete Payment Request must include the following items in the order listed:

1. **Payment Request Form (CIWMB 87)** - This form must be signed by the individual authorized by the resolution. Please remember to type or print the individual's name and title below the signature. This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/.

2. **Expenditure Itemization Summary** (CIWMB 667) - All expenditures must be itemized and arranged by the Reporting and Expenditure Categories for your grant as it was approved. (See Reporting & Expenditure Categories section for a list of all the categories). This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/.
3. **Supporting Documentation** - Submit documentation for all expenditures claimed on the Payment Request. Types of acceptable documentation include:
 - a) **Invoices.** Invoices must include the name of the vendor, vendor's telephone number and address, description of goods or services purchased, amount due, and date.
 - b) **Receipts.** Receipts should include the same information as invoices. (see above)
 - c) **Purchase orders with copies of canceled checks.** Purchase order should include the same information as invoices (see above) and must be accompanied by proof of payment.
 - d) **Personnel Expenditure Summary Form.** Document personnel expenditures based on actual time spent on grant related activities (these forms are not required if you have an alternate time reporting method approved by your Grant Manager). This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/
 - e) **Travel Expense Form.** Document costs related to travel and include supporting documentation. This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/
4. **General Checklist of Business Permits, Licenses, and Filings Form** must be completed and submitted with each report and Payment Request. This form can be found at the CIWMB's website: www.ciwmb.ca.gov/HHW/Forms/

Advances

A payment advance may be requested for expenditures identified in the approved grant Expenditure Itemization Summary. The request should include a Payment Request Form (CIWMB 87) and a letter of justification signed by the person authorized in the resolution. The letter must explain why the advance is necessary for the achievement of grant objectives, what the funds will be spent on and when the funds will be expended. Justification for an advance of funds

must be related to factors not under the control of the Grantee and/or which could not have been avoided. Approval of a subsequent Payment Request, either advance or reimbursement, will not be given until the previous advance has been fully reconciled. Any outstanding issues regarding advances must be resolved before the closure of the grant or a refund to the CIWMB will be necessary.

Advanced payments held beyond ninety (90) days, must be deposited in an interest bearing account with a fully insured financial institution. All interest accrued and received from this account must be used only for eligible expenses related to this grant.

Grantees contracting out for performance of grant activities are advised that contractors are responsible for tracking accrued interest. Consequently, the grantee must report any accrued interest by a contractor(s) in the Final Report. Interest accrual is most likely to appear when a grantee utilizes a contractor for long-term service and the contractor has possession of grant funds.

Services Rendered

Goods and services must be paid for and received within the term of the Grant Agreement (May 1, 2003 – April 30, 2005). Proof of delivery is required. Grantees should retain this documentation for audit purposes. Questions regarding specific situations should be directed to your Grant Manager.

Audits

The Grantee agrees that the CIWMB, the Bureau of State Audits, or their designated representative(s) shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. The Grantee agrees to maintain such records for possible audit for a minimum of three (3) years after final payment, unless a longer period of records retention is stipulated, or until completion of any action and resolution of all issues which may arise as a result of any litigation, dispute or audit, whichever is later. The Grantee agrees to allow the designated representative(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, the Grantee agrees to include a similar right of the State to audit records and interview staff in any contract or subcontract related to performance of the Agreement.

[We strongly encourage that you share the "Terms and Conditions" and "Procedures and Requirements" with your finance department. Examples of audit documentation include but are not limited to expenditure ledger, payroll register entries, time sheets, personnel expenditure summary form, travel expense log, paid warrants, contracts and change orders, invoices and/or

canceled checks and copies of any approvals for exceptions to these Procedures and Requirements.]

Overhead and Indirect Costs

Overhead and indirect costs can be claimed by Grantees. The following guidelines must be used when claiming these costs:

- The total cost of overhead and indirect cost charged to the grant shall not exceed twenty percent (20%) of the grant funds expended. These costs are expenditures not capable of being assigned and not readily itemized to a particular project or activity, but considered necessary for the operation of the organization and the performance of the program. The costs of operating and maintaining facilities, accounting services, and administrative salaries are examples of overhead and indirect costs. All overhead and indirect costs charged to the grant must be associated with grant activities as shown in the approved budgeted Expenditure Itemization Summary. ***If you are uncertain whether a given cost is considered an overhead/indirect cost by the CIWMB, contact your Grant Manager.***
- Direct costs charged directly to the grant shall not be included in the overhead/indirect cost formula.
- Supervision performed by Managers and Supervisors can be included in the overhead/indirect cost formula; and therefore, will not be a direct charge to the grant. On the other hand, if a Manager or Supervisor performs an activity that is directly related to the execution of the grant (not supervision), costs associated with this activity may be included as a direct charge. Any such activity must be clearly supported by appropriate documentation and shall not be charged to the grant as overhead or indirect cost.
- The Grantees must maintain organized and accurate records that follow generally accepted accounting principles and leave an audit trail. The Grantee must provide access to all documents related to the grant program and fiscal operation of the grant program as deemed necessary by the CIWMB. The Grantees must have on file an internally approved Cost Allocation Plan which specifically documents how the cost amount was established and how it is supported by formal accounting records to substantiate the charges. The Cost Allocation Plan must be approved by an appropriate Supervisor/Manager in your agency. The Cost Allocation Plan must identify program elements included in the overhead/indirect cost calculation. See the sample "Cost Allocation Plan" calculation below

Total department indirect cost divided by total department direct cost base equals indirect cost rate.

Exceptions

Exceptions to the provisions of these Procedures and Requirements may be considered on a case-by-case basis. These requests must be submitted in writing and approved in writing by your Grant Manager. The Grantee is responsible for retaining documentation of any exceptions to these Procedures and Requirements for audit purposes.

SCCA proposal for UNP5

RACE TO RECYCLE OIL

2003 - 2005 OIL RECYCLING CHAMPIONS

A Proposal To
The California Integrated Waste Management Board
For The Used Oil Non-Profit Grant

Fifth Cycle



FROM: THE SPORTS CAR CLUB OF AMERICA

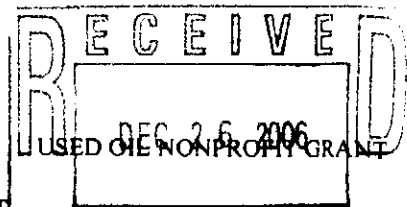
DECEMBER 20, 2002



WPS-1 2-13

Exhibit A

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



APPLICATION COVER SHEET

RECEIVED BY

GRANT ADMINISTRATION UNIT

Applicant: Sports Car Club of America, SF Region		Federal I.D. # 94-1326539
Department or Agency:		
Street Address: 5250 Highway 162 Willows, CA 95988		
Mailing Address (if different from street address): PO Box 966 Willows, CA 95988		
City & Zip Code:		County: Glenn

Regional Participants (if applicable):
--

Primary Contact (Name & Title): Terry Taylor, Manager
Phone: 530-934-5588 Fax: 530-934-7275
Email Address: TTaylor@Thunderhill.com

Program Director (Name & Title): David Vodden, CEO
Phone: 530-934-5588 Fax: 530-934-7275
Email Address: DVodden@Glenn-co.k12.ca.us

Assembly District(s): Various throughout California. Home office in District 2.
Senate District(s): Various throughout California. Home office in District 4.

Brief Description of Project (3-5 Sentences): Statewide implementation of the "Race to Recycle Oil" promotional series at racetracks throughout California. Series will include an "Oil Recycling Champions" program to take advantage of the high-energy environment of motor sports to promote, educate, and reward oil and filter recycling efforts through comprehensive social marketing techniques. Incentives included for re-refined oil use and oil filter recycling.
Total Grant Request: \$ 289,396.55

Certification:

Certification: I declare, under penalty of perjury, under the laws of the State of California, that all information submitted for the California Integrated Waste Management Board's consideration for allocation of grant funds is true and accurate to the best of my knowledge.	
Signature of person as authorized in the resolution:	Date: 12/13/02
Type or print name and title: DAVID B. VODDEN, CEO	
<input checked="" type="checkbox"/> Applicant certifies that if awarded a grant it shall in the performance of the Grant Agreement conduct its programs, policies, and activities that substantially affect human health or the environment in a manner that ensures the fair treatment of people of all races, cultures, and income levels, including minority populations and low-income populations of the State. (Please check the box and initial.)	

CIWMB USED OIL NON-PROFIT GRANT PROPOSAL (Fifth Cycle)
SCCA: 2003-2005 "OIL RECYCLING CHAMPIONS"
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SCCA Sports Car Club of America San Francisco Region

RESOLUTION

WHEREAS, the people of the State of California have enacted the California Used Oil Recycling Enhancement Act that provides funds to nonprofit organizations for establishing and maintaining used oil collection projects that encourage recycling or appropriate management of used oil; and

WHEREAS, the California Integrated Waste Management Board has been delegated the responsibility for the administration of the program within the state, setting up necessary procedures governing the application by nonprofit organizations under the program; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors authorizes the submittal of an application to the California Integrated Waste Management Board for a 2003/05 Used Oil Nonprofit Grant. The Regional Executive of the San Francisco Region SCCA or his/her designee is hereby authorized and empowered to execute in the name of the San Francisco Region SCCA all necessary applications, agreements, amendments and other documentation necessary to secure grant funds and to implement and carry out the purposes specified in the grant application.

The foregoing resolution was passed by the Board of Directors this 16th day of December, 2002.

ATTEST:

Signed:  CEO
(Name and Title of individual authorized to sign)

Date 12-15-02

Internal Revenue Service**Department of the Treasury**

P. O. Box 2508
Cincinnati, OH 45201

Date: December 17, 2002

Person to Contact:

Ms. Dalton 31-07425
Customer Service Representative

San Francisco Region Sports Car Club of
America Inc
PO Box 966
Willows, CA 95988-0966

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST

877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

94-1326539

Dear Sir:

This letter is in response to your request for affirmation of your organization's exempt status.

In September 1986 we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(4) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, the organization had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not one described in section 170(c) of the Code, donors may not deduct contributions made to it. You should advise your organization's contributors to that effect.

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

- 2 -

San Francisco Region Sports Car Club of America Inc
94-1326539

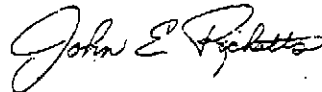
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with your organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services



FRANCHISE TAX BOA
PO BOX 942857
SACRAMENTO, CA 94257-0540

In Reply Refer To: 728:sw
Date : 12/17/02

ENTITY STATUS

SAN FRANCISCO REGION, SPORTS CAR CLUB
OF AMERICA, INC.
PO BX 966
WILLOWS, CA 95988-0966

Note: This letter does not
reflect the entity's status
with any other agency.

Entity Name : SAN FRANCISCO REGION, SPORTS CAR CLUB OF AMERICA, INC.

Entity Number : 0273225

- ☒ 1. The above entity is in good standing with this agency.
- ☒ 2. The above entity is currently exempt from tax under Revenue and Taxation Code Section 23701f.
- ☐ 3. Our records indicate the above entity is not incorporated, qualified, organized, or registered through the Secretary of State to transact business in California.
- ☐ 4. The above entity was incorporated, qualified, organized, or registered through the Secretary of State on _____.
- ☐ 5. The above entity has an unpaid liability of \$_____ for account period(s) ending _____.
- ☐ 6. Our records do not show that the above entity filed returns for account period(s) ending _____.
- ☒ 7. The above entity was exempt effective 04/15/53.
- ☒ 8. The above entity's current address on record with this agency is:
P.O. BOX 966
WILLOWS, CA 95988-0966
- ☐ 9. We do not have current information about the above entity.

Comments:

ASSISTANCE

Telephone assistance is available year-round from 7 a.m. until 8 p.m. Monday through Friday. From January through June, assistance is also available from 8 a.m. until 5 p.m. on Saturdays. We may modify these hours without notice to meet operational needs.

From within the United States, call (800) 852-5711
From outside the United States, call (not toll-free) (916) 845-6500

Website at: www.ftb.ca.gov

Assistance for person with disabilities: We comply with the Americans with Disabilities Act. Persons with hearing or speech impairments please call TTY/TDD (800) 822-6268.

GENERAL CHECKLIST OF BUSINESS PERMITS, LICENSES AND FILINGS^(a)Agency Name Sports Car Club of AmericaGrant Name and Cycle Used Oil Non-Profit Grant 5th CycleDate Submitted December 20, 2002

Date Updated _____

PLEASE CHECK THE APPROPRIATE BOX FOR EACH PERMIT/LICENSE/FILING (DO NOT attach or include copies of the permits/licenses/filings. KEEP all permits/licenses/filings available in grant file for audit.)

Applicant/Grantee has this current valid Permit/License/Filing		
Applicant/Grantee will obtain and/or modify this Permit/License/Filing		
This Permit/License/Filing is not applicable for the business or the proposed project. Insert "N/A" in each applicable green box.		
N/A	LOCAL GENERAL BUSINESS	REGULATOR OR ISSUER
<input type="checkbox"/>	<input type="checkbox"/> Land Use Permit/Zoning Clearance/Conditional Use Permit	City or County if unincorporated area
<input type="checkbox"/>	<input type="checkbox"/> Building Construction Permit	City or County
<input checked="" type="checkbox"/>	<input type="checkbox"/> Business License (not required for unincorporated county areas)	City
<input type="checkbox"/>	<input type="checkbox"/> Fictitious Business Name Filing	County
<input type="checkbox"/>	<input type="checkbox"/> Permit By Rule (PBR) for Permanent HHW Facilities or Temporary Collection Events	City, County or Cal/EPA-DTSC
<input type="checkbox"/>	<input type="checkbox"/> ABOP Notification	CUPA or Cal/EPA-DTSC
<input type="checkbox"/>	<input type="checkbox"/> Waste Tire Facilities Permit	Cal/EPA - CIWMB
<input type="checkbox"/>	<input type="checkbox"/> Waste and Used Tire Hauler Registration	Cal/EPA - CIWMB
<input type="checkbox"/>	<input type="checkbox"/> Hazardous Waste Haulers Permit	Cal/EPA - DTSC
<input type="checkbox"/>	<input type="checkbox"/> Waste Hauler Permit	City or County
STATE PERMITS AND FILINGS		
<input type="checkbox"/>	<input type="checkbox"/> Solid Waste Facilities Permit	Cal/EPA - CIWMB
<input type="checkbox"/>	<input type="checkbox"/> State EPA Identification Number	Cal/EPA - DTSC
<input type="checkbox"/>	<input type="checkbox"/> Industrial Activities Storm Water General Permit	Cal/EPA - WRCB
<input type="checkbox"/>	<input type="checkbox"/> Waste Discharge Requirements	Cal/EPA - WRCB
<input checked="" type="checkbox"/>	<input type="checkbox"/> Corporate, Company or Partnership Filings	Ca. Secretary of State
<input type="checkbox"/>	<input type="checkbox"/> Authority to Construct/Permit to Operate	Air Quality Management District
<input checked="" type="checkbox"/>	<input type="checkbox"/> Non-Profit Organization 501 (C) (3)	Secretary of State
<input type="checkbox"/>	<input type="checkbox"/> Prop. 65 Safe Drinking Water & Toxic Enforcement Act	State Health & Safety Code 25249.10
FEDERAL PERMITS AND FILINGS		
<input type="checkbox"/>	<input type="checkbox"/> US EPA Identification Number	US EPA
<input type="checkbox"/>	<input type="checkbox"/> US EPA - NPDES and/or NSR Permits	US EPA
OTHER PERMITS		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

(a) This list is not intended to be all-inclusive. Grant applicant may attach additional information for other critical permits/licenses/filings not listed above.

NOTES:

✓ **PRIVATE ENTITY CERTIFICATION:** I declare under penalty of perjury under the laws of the State of California that the proposed grantee: 1) is in good standing and qualified to do business in the State; and 2) has or will comply with all applicable state, federal, and local laws, ordinances, regulations, license and permit requirements necessary for the proper performance of this grant; and 3) where compliance has not been met, I have attached a letter describing what has been done to achieve full compliance.

✓ **PUBLIC ENTITY CERTIFICATION:** I declare under penalty of perjury under the laws of the State of California that the proposed grantee: 1) has or will comply with all applicable state, federal, and local laws, ordinances, regulations, license and permit requirements necessary for the proper performance of this grant; and 2) where compliance has not been met, have attached a letter describing what has been done to achieve full compliance.

Executed at Willows, CA on December 18, 2002
City and State Date

David Vodden, CEO, Sports Car Club of America

Grant Applicant / Authorized Signatory Name and Title (print)



Signature of Grant Applicant / Authorized Signatory

Note: Falsification under penalty of perjury may result in criminal and civil penalties. In addition, pursuant to the terms of the grant agreement, any misrepresentations in the above certification shall constitute a breach of contract that could result in non-payment of grant funds to the grantee; reimbursement by the grantee of funds previously paid; termination of the grant; and/or placing the grantee on the Board's Unreliable Contractors List.

PROPOSAL NARRATIVE

SECTION 1: NEED

Racecar drivers are the stars of the fastest growing spectator sport in the country. Millions of dedicated followers flock to racetracks around the country to see them cut corners, beat the clock and burn rubber. Drivers are on the covers of cereal boxes, soda cans, and magazines. So it's no surprise they have an unbelievable influence on their fans. More than 65,000 people have joined The Sports Car Club of America (SCCA) to participate in races just like their idols. The SCCA has 109 regional chapters, and more than 5,500 members in the San Francisco Region alone. Not surprisingly, surveys indicate about 75% of these car enthusiasts change their own motor oil at the racetrack and at home. Yet there is only one comprehensive program that provides them with a used oil recycling message. That program, SCCA's "Race to Recycle Oil," is the product of a California Integrated Waste Management Board (CIWMB) grant that ends this year. But there is still a need, and a responsibility to continue and fulfill the mission of the program.

Motor sports, unlike any other past-time, includes millions of participants, hands-on people, and spectators who are readily influenced and capable of learning to recycle oil and oil filters properly. Racing fans have many opportunities to improperly dispose of their used motor oil – and many do. Changing improper behaviors into proper behaviors is critical to the CIWMB mission and the SCCA is both dedicated and inspired to promote responsible action. There is a need to ensure these people learn proper oil recycling methods and continue to practice those methods. It's also critical that more of them learn of opportunities to use of re-refined oil in their vehicles. The SCCA recognizes the need to harness the star power of racing champions to spread these messages. SCCA road racing includes the largest number of production-based vehicles in motor sports. Consequently, the club recognizes it has a unique responsibility with the CIWMB to promote oil recycling efforts.

Thanks to previous SCCA programs, hundreds of thousands of spectators and participants of racecar events recycle of their oil, oil filters, and oil cleaning rags properly. But as the club has consistently seen, there is a large segment of this population that does not properly recycle used motor oil and oil products. This segment consists of first time fans, new racers, and the millions of people in other parts of California who have just not heard the message. They simply need to be educated and motivated to take action via a program that has the efficiency and successful strategy to deliver the message. They also need the available services. Right now only a few California racetracks have recycling centers – none have oil filter drop-off sites. The SCCA will work to provide all of those services with the new "Oil Recycling Champions" program.

SECTION 2: GOALS AND OBJECTIVES

The SCCA proposes to develop, implement and evaluate a new campaign entitled "Oil Recycling Champions." The number one objective of this campaign is to increase the amount of used oil recycled in California. The SCCA has the perfect "vehicle" to reach a large, key target audience in the state – motor sports enthusiasts. The members of the SCCA

are role models for this target group. The prevailing attitude is: "If these guys are doing it, it must be the right thing to do."

As the producers of "Race to Recycle Oil," we not only want to proceed with the essence of our program, we want to take our outreach efforts to a higher level. "Oil Recycling Champions" is a much needed comprehensive program which will use drivers' star power and the high energy environment of motor sports to promote, educate, and reward oil and oil filter recycling efforts among racing fans in California.

"Oil Recycling Champions" will build off of its highly successful and award winning predecessor with some key changes, and one major difference. For the first time, the outreach efforts will expand statewide. The proposed project will reach a target population that includes men, women, families, and youth. The target age ranges from teenage youth – sixteen years of age – who are beginning to drive and learn about car mechanics (see enclosed article), to mature adults, and the "over fifty" population. The demographics of these people vary with divergent affluence, rural and urban residences and educational backgrounds. The two characteristics these millions of people have in common is their love for auto racing and their participation in motor sports of the SCCA. This targeted population is intensely loyal to the racing circuit and can be greatly influenced by messages received from professional representatives of their sport. SCCA educational messages make a huge impact when delivered by champion racers at the tracks, in SCCA newspapers, magazines, and collateral materials.

The "Oil Recycling Champions" program will provide essential recycling education and instructions for those people. It will also provide constant enforcement of the recycling message. The two-step strategy is the best method to promote positive behavior changes among the target audience and those they influence.

Consistent and increased exposure of the "Oil Recycling Champions" message through this convincing racing medium, where the audience's attention is thoroughly approachable, will also expand the oil recycling efforts made by cities and counties. The spectators who attend the racing events, read the SCCA magazines and newspapers, will take the message home to their respective communities – which are all across California.

Working together with cities and counties on these measures will only increase the exposure of these critical messages. Plus, the SCCA is determined to increase its involvement with local cities and counties that immediately surround the racetracks. A major attraction of the "Oil Recycling Champions" program is that it can draw from the success of its predecessor. The influence of the "Race to Recycle Oil" program has already resulted in participation by many cities. Now the SCCA feels a need to reach out to more local governments who might not be aware of the benefits of sports marketing. By combining regional programs and messages the SCCA believes it can prevent message duplication and competition and increase the magnitude of oil recycling efforts. These grass-roots efforts will utilize the tenants of social marketing to deliver localized messages to communities across California.

At the end of the grant term, the "Oil Recycling Champions" program will have expanded on one of the CIWMB's most talked about oil recycling programs. The SCCA will carefully evaluate its accomplishments and undoubtedly, find the program to be a success – one attributed to hundreds of trained, highly qualified SCCA volunteers. "Oil Recycling Champions" will serve as a model campaign for future oil recycling programs across the U.S. And finally, perhaps the best feature of the "Oil Recycling Champions" program is that it is fluid. As new opportunities arise, the SCCA will integrate them into the program to optimize its value and effectiveness.

SECTION 3: WORK PLAN

The Sports Car Club of America (SCCA) is proposing a Title Rights Sponsorship of the 2003-2005 SCCA Championship Road Regional Racing Series. The Series will be appropriately named, "Oil Recycling Champions," and the title as well as the CIWMB recycling message will appear on all event materials. The SCCA's membership of racecar enthusiasts is diverse and a perfect target to spread the oil recycling message. Likewise, the proposed "Oil Recycling Champions" program is the best campaign for this unique circuit event.

Previous SCCA/CIWMB racing events which incorporated recycling promotions have become incredibly popular. The new "Oil Recycling Champions" campaign will build on that popularity to influence new target areas. As we have learned from previous SCCA/CIWMB events, there are still plenty of opportunities to educate racing fans. The high-energy races generate excitement among the participants in the unique community.

Observing the racecar drivers, mechanics, volunteers, and pit crews with oil on their hands provides a unique window of opportunity to promote proper used oil recycling. This project will send a strong and positive message at the event. Then, afterwards, the message will continue to make an impact with secondary impressions. The opportunities to provide this much needed education are endless. The "do-it-yourselfers" and other members of the public will *want* to use re-refined oil and learn how to properly recycle their used oil and oil filters.

The education process for the "Oil Recycling Champions" will even go beyond the racetrack. Fans will take information home where they can influence an even greater number of people. In addition, "Oil Recycling Champions" has the potential of garnering statewide attention – as it has in the past. Because the motor sports community is so popular and close-knit, the local, statewide, and even national media will notice the creative and unique approach to this oil recycling program.

Oil Recycling Pledge Forms

Oil recycling pledge forms will be available at all "Oil Recycling Champions" races, recycling centers and SCCA events. When people receive the forms, they will be asked for their e-mail address. Once they sign their name, they enter into a self-binding contract to recycle oil and oil filters as well as to use re-refined oil when possible. Fulfillment of a

pledge relies on the trust system, but the promise brings great rewards from SCCA. (See *Other Off-site Promotions* below.) It also provides the "Oil Recycling Champions" program with an excellent outreach indicator. By tracking the number of pledges, the SCCA can determine which areas of the state have more energized recyclers – and which areas have fewer. As with all social marketing efforts, executed pledge forms establish personal commitment to positive behavior, which is critical to the success of SCCA's oil and oil filter recycling program.

Local Community Outreach

The SCCA has had much success in working on similar oil related projects with numerous local communities. The City of Woodland, for example, utilized banners from one program for their Hot August Nights display. Solano County and Napa County benefited by co-op material distribution. Various racing venues have gained statewide exposure because of event presentations and articles submitted to various newsletters and magazines on behalf of the SCCA's efforts. Through this new program, SCCA will recruit new communities so they too can reap positive benefits.

Local communities and private agencies will be encouraged to team up with the "Oil Recycling Champions" and display their promotional materials at high energy sporting events such as NASCAR, CART, ALMS, and other special motor racing activities. The "Champions" and those agencies that participate will help operate a special SCCA booth which will enable them to meet the public, address issues about recycling, and enjoy the day. It is both a reward for hard working officials and volunteers in the recycling programs as well as another opportunity to deliver the recycling message through the sports community.

In addition to official "Oil Recycling Champions" races, the SCCA will include special selected events in the marketing program. The "Champions" will appear at select car shows including the prestigious San Francisco International Auto Show, the Hot April Nights car show in Redding, The Glenn County Car Show in Willows, Sacramento's Autorama, and various other import and American auto shows throughout California. At the events, the "Champions" will encourage the public to sign an oil recycling pledge form. The racers will participate in a minimum of three shows in 2003, four shows in 2004 and three shows in 2005. A special effort will be made to target the very popular Asian youth movement through the import car shows and high performance driving clinics at Thunderhill Park and Drift Competition. (SCCA market analysis shows the Asian target audience is particularly interested in and associated with the driving clinics.)

Through recent programs, the SCCA has learned about an incredible amount of untapped excitement and networking opportunities for used oil recycling. But there is still a need for more exposure and outreach to those communities who have not been able to join in the sports marketing phenomenon. We will to increase community exposure and consequently, increase the richness of existing oil recycling programs.

Special Events Package

The SCCA has designed a special package of events and programs for the "Oil Recycling Champions" campaign. Because the campaign is public service in nature, and because the message appropriately suits this particular group (i.e. the SCCA membership and spectators), we are able to combine a promotion package not available to regular sponsors.

By sponsoring the 2003-2005 SCCA Championship Road Racing Series, the CIWMB will be provided with 56 "Oil Recycling Champions" events during the two-year grant cycle. These events will be held at world-renowned racetracks including Laguna Seca and Infineon (formerly Sears Point). The race events are as follows:

- Infineon Raceway (Formerly Sears Point, Sonoma County) (14 races)
- Laguna Seca Raceway (Salinas, Monterey County) (18 races)
- Thunderhill Park (Willows, Glenn County) (12 races)
- Buttonwillow Raceway (Bakersfield, Kern County) (4 races)
- Willow Springs Raceway (near Rosamond, Kern County) (4 races)
- California Speedway (Fontana, San Bernadino County) (4 races)

The SCCA races garner participants from all over California, and attendance ranges from about 3,000 per event at Thunderhill, up to 11,000 per event at Infineon (Sears Point.) Each racing event will be held as a sponsorship series entitled "Oil Recycling Champions." While the new program will be able to build off of the success of the "Race to Recycle Oil" program, we plan to include a statewide outreach for the first time with "Oil Recycling Champions." As always, it will offer opportunities for CIWMB collaboration at many different venues.

Becoming a "Champion"

The "Oil Recycling Champions" program will involve attaching the recycling and marketing efforts to a series of races and other venues that bring maximum attention to the recycling of oil and oil filters as well as the use of re-refined oils. The races will occur throughout California at premier racing venues. They will feature participants from the previous SCCA campaign as well as many new participants. Drivers participating in these races will be awarded points based on the following:

- Finishing order in the race events
- Use of re-refined oils in their race vehicles
- Participation in one or more special events (i.e.: car shows, community fairs, or other approved activities supporting the "Oil Recycling Champions")
- Number of pledges garnered from used oil and re-refined oil pledge forms

Celebrating a "Champion"

At the end of each racing season, the top point earners ("Oil Recycling Champions") will be identified and honored at a banquet in the Bay Area. The media will be invited to attend and admission will be free to anyone who signs a pledge to recycle used motor oil. There will be at least two of these huge end-of-the-year events as part of the program in 2003, 2004, and 2005. At each of the banquets, the SCCA will provide the "Champions" with a plaque which will include a used oil recycling message and the CIWMB logo.

Modifications will be made as necessary to improve the impact and effectiveness of the program.

Sponsorship of SCCA's Year-End Banquets for 2003 and 2004

- Banners displayed in ballroom
- Banners used as back-drop at award winners photo shoot
- Promotional material distribution
- CIWMB guests invited to ceremonies
- Announcements/presentations of the "Oil Recycling Champions"
- Print editorial/Advertising/The Wheel

Racetrack Recycling Centers

Before anyone becomes an "Oil Recycling Champion," they have to prove they recycle oil and oil filters. Before the SCCA began its used oil recycling program, there was only one California racetrack that had an on-site recycling center. Now, there are several, including: Thunderhill Park, Sears Point, and Laguna Seca Raceways. The Thunderhill Park recycling facility, for example, was established through the Glenn County Public Works Department. It is open to the public Monday through Friday with special hours on the weekend. Sears Point and Laguna Seca Raceways also have certified oil collection sites (see enclosed photo). These facilities are made available to the public on race days when they sponsor race events.

Because it has been so successful in encouraging new on-site recycling centers at race tracks, the SCCA will continue its mission to promote additional centers at locations that do not currently have the facilities. But besides supporting oil recycling centers, the SCCA will make a commitment to establish new oil filter collection centers at the tracks. These centers will be connected with the oil recycling facilities and in addition to providing information, they will give many racing fans their first opportunity to recycle filters – another goal of the CIWMB. People will be able to easily drop off an oil filter at the designated locations and receive an incentive in return. The incentives will encourage participation and "do-it-yourselfers" from the community will be drawn to the new convenience of the recycling effort.

Promotional Materials

The SCCA recognizes that its "Race to Recycle Oil" campaign has garnered much attention and respect over recent years. In order to harness the success of that program, we plan to continue to use existing "Race to Recycle Oil" promotional materials. But in an effort to prevent the oil recycling message from becoming "stale" at race tracks, the SCCA will also develop a brand new, eye catching "Oil Recycling Champions" logo for new materials.

The CIWMB and new "Oil Recycling Champions" logo will appear on:

- Pace car ("Wrapped" completely with a used oil and oil filter recycling message to appear at races across the state)
- Schedules, flyers, and brochures produced for the events
- Banners at all the raceways during events (see enclosed photos)
- Bumper stickers on all competing race cars (see enclosed photos)
- Patches for drivers, mechanics, and other participants' uniforms (see enclosed photos)
- Decals/bumper stickers on all SCCA support vehicles
- SCCA press materials (to be handed out during media interviews before and after all events)
- All event T-shirts
- Point-of-sale materials
- SCCA's award winning newspaper The Wheel and SportsCar (See enclosed photos)
- All printed materials (i.e.: pledge forms, surveys, billing inserts, etc.)
- Banners, bumper stickers displayed at ceremonies
- All incentive materials (i.e.: oil rags and drainer containers)

The Following On-site Efforts Will Be Undertaken:

- "Oil Recycling Champions" display booth/tent created for use at racing events with promotional materials and recycling pledge forms (see enclosed photos).
- One-on-one interaction with racers and spectators at the "Oil Recycling Champions" display (the volunteers will energize and educate people about oil and oil filter recycling as well as the use of re-refined oil).
- Booth distribution of State and/or local educational materials regarding oil recycling.
- Booth distribution of oil recycling promotional incentives.
- Public address announcements for the following:
 1. Explain the program and distribution of points;
 2. Endorse all racers using re-refined oil;
 3. Promote on-site recycling centers and define recycling objectives.
- Obtain re-refined oil from 76 Lubricants and have a quantity available for racers to use.

VIP Hosting During Race Events

CIWMB personnel, other state and local staff, as well as VIPs will be invited to attend racing events. Those who attend will be given access to a special hospitality area and receive an elite tour highlighting the event's recycling outreach efforts.

Inclusion of "Oil Recycling Champions" Message on Apparel

Exclusive T-shirts and hats will be produced with the "Oil Recycling Champions" logo. They will be available at all related events.

Other Off-Site Promotions

- The SCCA will provide updates on all promotional activity on its web site. (www.sfrscca.org, click on "Oil Recycling Champions")
- Those who sign oil recycling pledges will be recognized on the SCCA website as well as in The Wheel.
- In order for SCCA members to validate their membership, the SCCA will require they complete an oil/filter recycling survey and obtain recycling pledges from at least ten (10) people. (The pledge forms and survey will be mailed directly to members, as well as made available at the race events.)
- There will be point-of-sale material promotion with select retail sites (i.e.: "Oil Recycling Champions" posters at auto retail store).
- Racers who collect enough recycling pledges will be entered into a drawing. The winners of the drawing will receive free admission to a banquet, SCCA membership discounts, or free re-refined oil.

Publicity

The Wheel is a SCCA produced newspaper with a readership of about 8,000 people. In addition to direct mail distribution, The Wheel is also available in various coffee houses, bookstores, and libraries across Northern and Central California. The Wheel garnered its own attention in March 2000, when it won first place in a national competition for the Jumbo Region Newsletter Competition.

Below are examples of how The Wheel and other publications will promote the "Oil Recycling Champions":

- Regular features on used oil recycling in The Wheel. Examples may include:
 1. A race car driver who changed his/her behavior and now properly recycles oil, even at home;
 2. Someone who was greatly influenced by what they saw at the race track and embraced the positive recycling behavior in their own life;
 3. A participant who now uses re-refined oil.
- Feature stories in SCCA's SportsCar Magazine using similar topics as listed above. (see enclosed photo)

- Editorials/features in (print and broadcast) media that cover SCCA events (i.e. The San Francisco Chronicle).
- A series of display advertisements (16 minimum) in bi-monthly issues of The Wheel. Ads will be half-page in size and include a message about recycling oil, recycling pledge forms, surveys, promotions for recycling incentives at racetracks, as well as other up-to-date information about the program.
- Ads in The Wheel and SportsCar Magazine that offer a drawing for those who complete the "Oil Recycling Champions" pledge and send it to SCCA's office.
- The SCCA will also provide inserts with its annual ballot mailings.

As part of the campaign, the "Champions" will explain the benefits of recycling used oil as well as explain the reward system in place by placing ads in statewide tabloids. Program organizers will also draft at least one major press release each year to promote the unique nature of this motor sports marketing effort. The program will also seek free media coverage before and after each event on ESPN, Speed Vision, TNT, National Speed Sport News, as well as other television, radio, and print mediums. This proposed program should serve the recycling message in a different, more palatable way. The campaign will also seek to spread its message by participating in community fairs, local programs, and parades as events arise.

The overall publicity objective will be to get more high-energy motor sports fans (both individuals and families) committed to recycling oil even when they are away from the tracks. These people will set an example for all those "outside" the motor sports world. The positive and encouraging effort will be designed to garner widespread recycling participation.

Statewide Collaboration

Involvement in race events will be organized for the first time on a statewide level. The SFR/SCCA and CALCLUB of Southern California will collaborate their efforts organizing a statewide race club event. Thousands of members, racers and spectators will be exposed to the used oil recycling education that the "Oil Recycling Champions" program promotes.

Local and Statewide Collaboration

The "Oil Recycling Champions" program is determined to collaborate with city and county jurisdictions to provide a positive influence for their communities. We will work diligently to answer questions, provide brochures, meet with communities to discuss plans and provide accessible track areas for local governments to set up booths and conduct promotions at the race events.

Surveys, questionnaires, pledges, and shared information will be available for all who want to join in on recycling used oil and used oil filters as well as using re-refined oil. We will conduct conference calls, administer contact information, and provide mailings to local government to encourage their participation.

Staffing

The San Francisco Region SCCA staff (See Section: 6) and its 5,500 members will complete the work required to make "Oil Recycling Champions" a success.

SECTION 4: EVALUATION

While research may seem tedious and bothersome to some applicants, SCCA and its subcontractor Ross-Campbell feel that we would be professionally remiss were we not to provide the CIWMB with follow-up information related to the project. We are dedicated to the idea that effective outreach efforts are solidly based upon thoughtful program development. Primary research data will be gathered to determine the effectiveness of all outreach tasks proposed.

Twice per year, we will conduct progress evaluation reports to determine if "Oil Recycling Champions" is performing as designed. The SCCA will chart the number of oil recycling pledges taken. We will track media coverage, racer participation, establishment of new recycling centers, and report on cooperative efforts with local governments. Basically, we will responsibly track the steps being taken to achieve our goal throughout the term of the grant.

Once a year, the SCCA will insert a survey in The Wheel. Members will be asked to fill out the survey and return it to either SCCA offices, or an "Oil Recycling Champions" event booth. Surveys will include questions about the SCCA's program, used oil recycling habits, tips for better ways to reach the public with a used oil recycling message, and impressions of current used oil outreach.

Twice during the contract period, the SCCA will mail a detailed recycling survey and pledge form to all racing members. This survey will be mailed directly with the annual ballot. This research will be categorized by topics and identify specific information from different geographic areas and audiences. Once surveys have been returned, we will be in a position to answer how effective our efforts are/were in delivering the used oil recycling message. The evaluation will also identify demographics that can be targeted for future recycling messages by cities and counties once the "Oil Recycling Champions" campaign has ended.

The SCCA will also prepare annual surveys to be administered to the public at race events and auto events. These surveys will be available at the "Oil Recycling Champions" display booth, where participants can receive an incentive for their cooperation. Even though the on-site surveys will only be tabulated once each year, SCCA will be able to survey every person who visited the display booth throughout the season. Attendees will be asked to give their e-mail addresses at the booths and the SCCA will send them an electronic survey for their completion.

All surveys will attempt to evaluate the effectiveness of the campaign undertaken by SCCA and Ross-Campbell, Inc. The survey instrument will be uniquely designed to be

consistent with the communication patterns and sophistication levels of each target group. The questionnaires will then be tested among 4-6 individuals of each group. After making appropriate adjustments to the survey instrument it will be distributed via the methods described above.

In an effort to attain a high response rate, a preprinted return envelope will accompany the mailed survey instruments. The mailings will also contain specific instructions on how participants can fax their response, drop it off at a SCCA booth, or log onto the SCCA website and take an electronic form without ever leaving their home. Upon receipt of the completed questionnaires, the SCCA will conduct appropriate computer assisted tabulation and cross tabulation. The tabulations will then be analyzed and reported. Care will be taken to avoid any biases.

In addition to the series of questionnaires discussed above, we believe there are other indices which will be vital to consider in determining the effectiveness of the campaign. These indices include:

- Total number of persons attending events
- Total number of quality impressions garnered by articles/advertisements in and on TV, publications, and general circulation newspapers articles
- Total number of visitors to the SCCA web page
- Total number of outreach materials created and distributed
- Amount of oil and oil filters recycled at racetracks

During the course of campaign, the SCCA will compile tallies with appropriate documentation for all of the indices. This information will become part of the final report at the end of the grant period.

Besides the questionnaires, SCCA will implement an annual electronic focus group survey with 8-10 SCCA participants. These participants will represent every type of SCCA member. In these e-forums, participants will have the opportunity to openly discuss the "Oil Recycling Champions" program. They will have the opportunity to stretch beyond the confinements of a predetermined questionnaire. The information gathered in the focus groups will provide the SCCA with a more qualitative review of the program.

Once all forms of evaluation have been tabulated, a draft evaluation report will be submitted to the CIWMB for review and approval. It is the SCCA's goal to complete this final evaluation well before the grant end date. We expect the evaluation will become part of the project's final report, which we will submit to the CIWMB at the end of the grant.

SECTION 6: EXPERIENCE

SCCA Background

Founded in 1944 by amateur motorsports enthusiasts, the SCCA today has over 65,000 members. The non-profit organization is thriving as never before, and now sanctions more than 2,000 amateur and professional motorsports events each year.

One hundred nine regional chapters spread across the U.S. provide true grassroots participation, and local amateur events at nearby circuits remain the backbone of club activities.

The individual SCCA regions are brought together into a powerful national club by a full-time professional staff headquartered in Englewood, Colorado. This National Office coordinates and administers rules, licensing, insurance, member benefits and the various SCCA racing series.

Only the San Francisco Region of the SCCA can deliver the world-famous raceways of Laguna Seca and Infineon (formerly Sears Point) to the program outlined here via their regional road-racing series. And only the San Francisco Region of the SCCA can give a visual presence involving NASCAR, CART, INDY Racing, Monterey "Historics" and other professional motorsports events run at these tracks.

The SCCA has worked with the CIWMB on two previous grants to encourage oil recycling and the use of re-refined oil. Both programs were award winning successes.

The SCCA and employee staff will handle all planning, staffing and execution of events and sponsorships. The SCCA employs a staff that includes:

- Program Director – David Vodden
- Program Manager – Terry Taylor
- Finance Manager – Kevin Jenkins
- Administration -- Various

Sub-contractor

SCCA will utilize the services of Ross-Campbell, Inc. of Sacramento to assist with all publicity, marketing, research, advertising, graphic design, event coordination, copywriting, and specialty item production. In addition, Ross-Campbell will oversee the grant administration -- quarterly and final reports, invoicing, and necessary interaction with CIWMB.

The firm's general knowledge of used oil recycling and waste reduction issues, and their more specific understanding of the goals and desires of the CIWMB, make Ross-Campbell qualified to help SCCA with the used oil outreach program. Ross Campbell's principals and staff are very familiar with the used oil grants awarded by the California

Integrated Waste Management Board. The firm understands the purpose and intent of the grants, and is confident that it can successfully integrate the goals of the CIWMB with the desires and needs of SCCA. Ross-Campbell enjoys a successful four-year relationship with the SCCA.

The key challenge in developing an effective used oil recycling public awareness / education program is to drive and sustain interest, commitment, and positive behavior. Everyone "agrees" that we need to protect the environment and "do our part," but not enough people take personal responsibility to make it happen. Ross Campbell's challenge is to create messages and grass-root efforts that the members and spectators will respond to and as a result, take action to meet the objectives of the CIWMB and SCCA.

Ross-Campbell, Inc. takes great pride in the contributions they've made to the successful implementation of many public awareness campaigns for non-profits, cities, counties and joint powers authorities (JPA's) across California. The firm has worked continually over the past decade to help local government agencies reduce the amount of solid and hazardous wastes taken to their local landfills. The firm has received compliments from many individuals and organizations for the work undertaken on behalf of their clients. But none of the kudos -- whether in the form of awards from professional peers or letters from elected officials -- are as rewarding as the knowledge that the methods are working.

The firm's client's include: the California Integrated Waste Management Board, the Cities of Fremont and Sacramento, the Counties of Orange, Placer and Sacramento, Ecology Action and many others.

The Ross-Campbell staff includes:

- Principals – Ted Ross, Shawn Campbell
- Senior Staff – Ross Blackstone, Joyce Mitchell
- Art Director – Danny Rentchler
- Graphic Design – John Buhman
- Administrative -- Various

SECTION 7: EVIDENCE OF A RECYCLED-CONTENT PURCHASING POLICY OR DIRECTIVE

Refer to our recycling and re-refined oil usage policy in the appendix. This policy is updated on a regular basis.

SECTION 8: USE SOCIAL MARKETING TECHNIQUES

The "Oil Recycling Champions" booths that will be set up at racing and other auto events play a critical role in the program's social marketing strategy. This is where fans will come to receive information about the SCCA used oil and oil filter recycling message. Another major draw will be the opportunity for fans to speak with their favorite racers at the booth. (Fans will also have this opportunity at the end-of-the-year banquet.) Besides

learning about their racing secrets, they will also learn about what the racers do off the track. The "stars" as well as other city and county representatives will encourage the fans to recycle oil and oil filters as well as to use re-refined oil. The fans will because they've seen how the racer's actions have made him/her a champion.

As the fans are encouraged to recycle their oil and oil filters, they will be asked to sign a pledge binding them to their decision. They will receive even more motivation to sign the pledge because they will see the names of other pledges listed on the SCCA website and in The Wheel. As with most social marketing efforts, signing a pledge is a pivotal step. In essence, the fans are volunteering to make a commitment in which they will change their behavior for the benefit of society.

One additional benefit of the pledge forms will be the gathering of e-mail addresses. The SCCA will use these for follow-up to all persons signing the pledge forms.

Fans will also hear the message to recycle oil and oil filters from announcements made during the races. When new racing fans observe racers and other fans recycle oil and oil filters, they will want to repeat the behavior as part of the sport's routine. They will want to wear the T-shirts that proudly describe them as an oil recycler. Fans will not only recycle at the tracks; they will begin to recycle at home and their friends and families will repeat the trendy recycling behavior.

The "Oil Recycling Champions" program will also incorporate social marketing strategy when it sends its "Champions" to community events such as car shows throughout California. At these events, the "Champions" will have the opportunity to seek recycling pledges from members of the public who have never even been to a racetrack.

The actual "Champions" will be the target of social marketing as well. They will want to participate in the "Oil Recycling Champions" program because by obtaining enough recycling pledges, they will receive free admission to a banquet, SCCA membership discounts, or free re-refined oil.

SECTION 9: TARGETS UNDERSERVED POPULATION

The SCCA has provided major support for the establishment of recycling centers at racetracks across the state. When we began our oil recycling campaign with the CIWMB, there was only one raceway with a recycling center. Still, there are dozens of tracks that do not have centers where fans and racers can recycle their oil and oil filters. The populations at these sites are not being served as they should. They do not have the convenience of recycling oil. The "Oil Recycling Champions" program is committed to working with local communities to establish more centers.

Besides oil recycling centers, the SCCA is committed to establishing oil filter drop-off sites. Currently there are no such locations at any California racetrack. The population served by the SCCA inherently uses oil filters, but its need for such a facility has been completely ignored. Consequently, the improper disposal of oil filters at racetracks is

crippling a key used oil recycling effort. The SCCA plans to rectify this situation with "Oil Recycling Champions." The program will, for the first time, seek community support for oil filter drop-off sites at racetracks. By doing so, the program will meet the need of this underserved population.

SECTION 10: SUPPORT AN EXISTING PROGRAM FOR COLLECTION OF USED OIL AND/OR OIL FILTERS FOR AGRICULTURAL SOURCES

In 2000, the U.S. census found there was a significant population living in agricultural dorms in Monterey County alone. That statistic is just a small indication of the vast agricultural sources that can be found in that area. But Monterey County is not the only rural county that is also home to a racetrack. In fact, most of California's racetracks are located in rural communities. The SCCA recognizes the social, political and economical impact that recycling oil and oil products can have on agricultural communities. The "Oil Recycling Champions" program will invite agricultural professionals to racing events and SCCA booths not only for social interaction, but for a lesson in industrial equipment improvement as well. By collaborating with city and county governments, the "Oil Recycling Champions" program will address the oil and oil product needs of these agricultural professionals. And perhaps most importantly, we will be able to educate field workers about the importance of using re-refined oil. The success of the SCCA's program in this arena can be easily observed in juxtaposition with other recycling efforts in more urban areas.

SECTION 11: SUPPORT AN EXISTING PROGRAM FOR PURCHASING OF RE-REFINED OIL

Racers will earn points and recognition in SCCA publications for using re-refined oil. The annual "Oil Recycling Champions" Championship Series will also provide incentives for racers to use re-refined oil in their vehicles during the race. Incentives and encouragement and trials of re-refined oil will begin the process prior to the event to garner participation and answer questions.

Also, the spectators will have the opportunity to purchase re-refined oil available at "Oil Recycling Champions" on-site booths. The SCCA will encourage racetracks to continue selling the re-refined oil to meet their customer demands. Plus, as part of its point-of-sale promotional program, the SCCA will work with retailers in target areas to sell re-refined oil to the general public.

Work Plan – Exhibit C

Applicant: **Sports Car Club of America**

Activity Number	Description of Activity	Staff/Contractor	Time Period
1. General Event Sponsorships			
1A	Exclusive Title Rights Sponsorship of the 2003-2005 Sports Car Club of America (SCCA) Championship Road Racing Series: "Oil Recycling Champions"	SCCA/RC	5/03-4/05
1B	Inclusion of "Oil Recycling Champions" and CIWMB used oil Recycling message on all pre-event SCCA materials	SCCA/RC	5/03-4/05
1C	Inclusion of "Oil Recycling Champions" name and message on all brochures, programs, patches, premiums, and other outreach materials.	SCCA/RC	5/03-4/05
1D	Sponsorship of SCCA Races at: <ul style="list-style-type: none">• Infineon Raceway in Sonoma (formerly Sears Point) – 14• Thunderhill Park in Willows – 12• Laguna Seca in Monterey - 18• Buttonwillow Raceway in Bakersfield – 4• Willow Springs Raceway in Kern County – 4• California Speedway in Fontana – 4	SCCA/RC	5/03-4/05
1E	"Oil Recycling Champions" name and message on all post-event SCCA media including TV, radio, newspapers and newsletters.		

2. On-site promotions

2A	Promotion of on-site oil recycling facilities to racers, spectators.	SCCA/RC	5/03-4/05
2B	Establishment of new filter collection opportunities at race tracks.	SCCA/RC	5/03-4/05
2C	Promotion of racers using re-refined oil during PA announcements and display boards.	SCCA/RC	5/03-4/05
2D	Regular PA announcements of the used oil recycling message.	SCCA/RC	5/03-4/05
2E	"Wrapped" pace car to appear at a total of XXX race events throughout California.	SCCA/RC	5/03-4/05
2F	Bumper stickers on all racers' vehicles.	SCCA/RC	5/03-4/05
2G	"Oil Recycling Champions" logo and message on all banners displayed at raceways.	SCCA/RC	5/03-4/05
2H	Uniform patches for all drivers and mechanics.	SCCA/RC	5/03-4/05
2I	"Oil Recycling Champions" message included on all media coverage of events.	SCCA/RC	5/03-4/05
2J	Inclusion of "Oil Recycling Champions" message on all t-shirt apparel.	SCCA/RC	5/03-4/05
2K	On-site promotion of used oil/filter recycling and re-refined oil via one-on-one interaction with attendees and spectators.	SCCA/RC	5/03-4/05
2L	On-site sales at racetracks of re-refined oil to spectators and other attendees.	SCCA/RC	5/03-4/05
2M	Distribution/solicitation of pledge forms to all attendees/spectators/ at SCCA events to encourage used oil/filter recycling and use of re-refined oil.	SCCA/RC	5/03-4/05

2N	Set-up and staffing of "Oil Recycling Champions" display and booth.	SCCA/RC	5/03-4/05
2O	Distribution of participating city/county used oil recycling materials.	SCCA/RC	5/03-4/05
2P	VIP hosting of state and local agencies during race events with special hospitality area.	SCCA/RC	5/03-4/05

3. Off-site Promotions

3A	Updates on all promotional activity on the SCCA website.	SCCA/RC	5/03-4/05
3B	SCCA Oil Recycling Champions to participate in off-site special car events: <ul style="list-style-type: none"> • San Francisco International Auto Show • Hot April Nights • Glenn County Car Show • Autorama • Other events TBA Where they will have attendees complete pledge forms.	SCCA/RC	5/03-4/05
3C	SCCA Oil Recycling Champions to participated in NASCAR, CART, ALMS and other special motor racing programs with SCCA booth/display.	SCCA/RC	5/03-4/05
3D	Oil / filter pledge-signers recognition on SCCA website and "The Wheel" magazine.	SCCA/RC	5/03-4/05
3E	Mailings to SCCA Membership to conduct an oil/filter recycling survey and obtain pledges from at least 10 persons in order to validate membership.	SCCA/RC	10/03, 10/04
3F	Point-of-sale material promotion with select retail sites and assistance with re-refined oil sales to the general public.	SCCA/RC	5/03-4/05
3G	End of year banquet celebration for winners.	SCCA/RC	12/03, 12/04
3H	CIWMB and other special guests included in all banquets and ceremonies	SCCA/RC	5/03-4/05

3I	Awards/plaques for all "Oil Recycling Champions"; CIWMB logo and used oil recycling message included.	SCCA/RC	5/03-4/05
3J	Free admission to banquets, SCCA Membership discounts, and free re-refined oil for racers who win a drawing based on the oil recycling pledges they've collected from the community	SCCA/RC	5/03-4/05
3K	Series of display advertisements (16 minimum) in bi-monthly issues of "The Wheel." Ads to include used oil message, pledge forms, surveys, etc. Each ad will be half-page in size.	SCCA/RC	5/03-4/05
3L	Free media outreach to all local, state and national publications prior to each on- and off-site event. Publications to include National Speed Sport News, Speed Vision, ESPN, and general local media.	SCCA/RC	5/03-4/05
3M	Billing insert in annual dues mailing to all SCCA members.	SCCA/RC	5/03-4/05

4. Promotional Materials Production

4A	New campaign logo/slogan/image for "Oil Recycling Champions"	SCCA/RC	5/03-4/05
4B	Vehicle "wrap" of SCCA pace car.	SCCA/RC	5/03-4/05
4C	Race track banners	SCCA/RC	5/03-4/05
4D	Newspaper advertisements for "The Wheel"	SCCA/RC	5/03-4/05
4E	Point-of-sale materials for auto parts retailers, i.e. posters).	SCCA/RC	5/03-4/05
4F	Printed materials: brochures, pledge forms, survey forms, billing inserts, calendar, and collateral materials.	SCCA/RC	5/03-4/05
4G	Premium items: patches, recycling champions stickers, drainer containers, oil rags, etc., with "Oil Recycling Champions" logo	SCCA/RC	5/03-4/05

5. Evaluation Measures

5A	Biannual inventory tracking of all events and materials	SCCA/RC	5/03-4/05
5B	Annual survey via "The Wheel" ad.	SCCA/RC	9/03, 9/04
5C	Annual survey and pledge form via SCCA billing insert.	SCCA/RC	11/03, 11/04
5D	Annual on-site surveys with spectators and attendees at race events.	SCCA/RC	5/03-4/05
5E	Website surveys	SCCA/RC	3/04, 3/05
5F	E-mail survey (address obtained from membership data and on-site surveys/pledge forms.	SCCA/RC	4/04-4/05
5G	Annual electronic focus group survey with 6-8 SCCA participants	SCCA/RC	2/04, 2/05

Budget Itemization

PERSONNEL SERVICES (SCCA)

Project Director	240 hrs. @ \$85/hr.	\$20400.00
Program Manager	265 hrs. @ \$75/hr.	\$19875.00
Administration	210 hrs. @ \$35/hr.	<u>\$7350.00</u>
Sub-total:		\$47625.00

PROFESSIONAL / CONTRACTOR SERVICES (Ross-Campbell, Inc.)

Principals	190 hrs. @ \$75/hr.	\$14250.00
Senior Staff	245 hrs. @ \$65/hr.	\$15925.00
Art Director	110 hrs. @ \$75/hr.	\$8250.00
Administrative	195 hrs. @ \$35/hr.	<u>\$6825.00</u>
Sub-total:		\$45250.00

EVENT SPONSORSHIPS (SCCA)

56 Event Days @ \$2000 per event (includes all Title Rights and associated promotions)	\$112000.00
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PUBLICITY AND EDUCATION

"The Wheel" Display Advertisements

24 half-page ads @ \$400 ea.	\$9600.00
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Event / Booth Fees

10 @ \$1950 ea. avg.	\$19500.00
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Pace Car Vehicle "Wrap" output

material costs/installation, flat	\$6875.00
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Print/Premium Items (SF Properties/Thunderhill Park – refer to quote on p. 41)

T-Shirts	1,200 @ \$11.35 ea.	\$13620.00
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Decals	2500, flat.	<u>\$2525.00</u>
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Sub-total:	\$16145.00
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Print/Premium Items (Rio Media – refer to quote on p. 40)

Pledge Forms / Survey	20,000, flat	\$7195.40
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Point-of-Sale Materials	250 @ \$32.50 ea.	\$8125.00
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Patches	500 @ \$2.75 ea.	\$1375.00
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Banners	10 @ \$375. ea.	\$3750.00
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Billing Inserts	10,000, flat	\$2486.15
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Bumper Stickers	2500, flat	\$1640.00
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Oil Rags	5,000 @ .97 ea.	\$4850.00
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Drainer Containers	500 @ 5.96 ea.	<u>\$2980.00</u>
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Sub-total:	\$32401.55
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Publicity and Education Total:	\$83421.55
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Grand Total	\$289,396.55
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MONTEREY COUNTY

**DEPARTMENT OF HEALTH** LEN FOSTER, Director

ADMINISTRATION	EMERGENCY MEDICAL SERVICES	HEALTH PROMOTION
ANIMAL SERVICES	ENVIRONMENTAL HEALTH	PRIMARY CARE
BEHAVIORAL HEALTH	FAMILY & COMMUNITY HEALTH	PUBLIC GUARDIAN

December 19, 2002

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Non-Profit Grant Fifth Cycle

Dear Mr. Vodden:

On behalf of Monterey County, I would like to offer our continued support to the Sports Car Club of America (SCCA) for your grant application to the California Integrated Waste Management Board (CIWMB). Your project, if funded, will provide an opportunity to expand and unite our communities' efforts to create a positive public outreach program regarding the proper recycling of used motor oil at the Mazda Raceway Laguna Seca, as well as throughout Monterey County and California.

By targeting raceway enthusiasts and do-it-yourselfers, the SCCA is helping the CIWMB provide information about the proper recycling of used motor oil. The County of Monterey looks forward to collaborating our efforts to promote used oil and filter recycling at Laguna Seca.

Sincerely,

Allen J. Stroh, M.P.A., R.E.H.S.
Director of Environmental Health

Jon Jennings, R.E.H.S.
Branch Chief, Hazardous Materials/ Solid Waste Management



KERN COUNTY WASTE MANAGEMENT DEPARTMENT

Daphne H. Washington, Director
2700 "M" Street, Suite 500
Bakersfield, CA 93301-2370
(661) 862-8900
(800) 552-KERN (option 6)
Fax: (661) 862-8901
<http://www.co.kern.ca.us/wmd/wmd.htm>

December 19, 2002

VIA FACSIMILE

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Dear : Mr. Vodden:

SUBJECT: CIWMB Used Oil Nonprofit Grant Fifth Cycle

On behalf of Kern County Waste Management Department, I would like to offer our support to the San Francisco Region SCCA for your grant application to the California Integrated Waste Management Board. Your upcoming project, when funded, will certainly unite with our community's efforts to create a positive public outreach program for used oil recycling.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting Mesa Marin raceway participants and fans and the do-it-yourself format is an exceptional way to promote used oil recycling and the use of remanufactured oils.

Sincerely,
DAPHNE H. WASHINGTON, Director

By: Aurora G. Rush, R.E.H.S.
Waste Management Specialist

cc: File - Used Oil Program 2002-03

■
Winner of local, state and national awards for innovation and efficiency.

Glenn County Public Works Department

P.O. Box 1070
777 North Colusa Street
WILLOWS, CALIFORNIA 95988-2298
Telephone (530) 934-6530 From Orland (530) 865-2782 FAX (530) 934-6533
e-mail gcpwroads@glenncounty.net

Roads and Bridges
Transportation
Transit
Surveyor / Engineer
Willows Airport
Orland Airport
Solid Waste Landfill
Fleet



Flood Control
Stream Cleaning
Water Resources
Street Lighting
North Willows CSA
Special Districts

Douglas J. Holvik, P.E.
Public Works Director

December 17, 2002

California Integrated Waste Management Board

RE: San Francisco Region SCCA Recycle Oil Program

Sirs and Madams :

I have been asked by the San Francisco Region of the Sports Car Club of America (SCCA) to provide a letter of support for their program promoting the recycling of oil and oil filters. Glenn County is a smaller and rural county in Northern California. As such, we have limited options to encourage the recycling of oil and filters. The Thunderhill Raceway Park in Glenn County, operated by the SCCA, is a special opportunity to educate and encourage drivers to recycle oil and associated divertible wastes, and to use re-refined motor oil. I am very pleased with what the SCCA has accomplished. In an era of limited resources they are able to perform the recycling activities themselves while helping the County meet its diversion goals.

The County will benefit from the extension of the RtoROil grant for the SCCA. I am always interested in keeping the recycling programs of our partners healthy and active. I respectfully encourage the Board to consider the SCCA's request and grant the extension.

If there are any questions or matters requiring further discussion, I can be reached at: 530-934-6530 (voice), 530-934-6533 (fax), or surveyor@glenncounty.net (e-mail).

Sincerely:

A handwritten signature in black ink, appearing to read "Tom Z. Varga".

Tom Z. Varga

Assistant Director of Public Works

City of Willows

201 North Lassen • Willows, California 95988 • (530) 934-7041 • FAX: (530) 934-7402



December 1, 2002

California Integrated Waste
Management Board of Directors
Post Office Box 4025
Sacramento, California 95812-4025

Dear Sir/Madam:

Please accept this letter as an endorsement of the San Francisco Region, Sports Car Club of America's grant application for their new Race to Recycle Program. Over the past several years it has been our pleasure to witness the SCCA's effort to market the idea of recycling used oil and oil filters and encourage the use of remanufactured oil products. The use of motor sports marketing through the SCCA organization and their various racing venues, including Willows' Thunderhill Park, is excellent!

I understand that the SCCA is once again applying for a grant to continue this socially correct and much needed effort. The City of Willows heartily endorses their efforts and encourages the California Integrated Waste Management Board to underwrite their program.

Willows-based Thunderhill Raceway Park is a big supporter of the recycling program within the State. They have an established recycling center at the track, and they encourage all Willows residents and all who use Thunderhill Park to participate in the recycling effort. Working with the SCCA helps to make these efforts more successful for us all.

Thank you for your consideration in this matter and for supporting the SCCA Race to Recycle Oil Program and the possibility of a new grant effort.

Sincerely,

Mike Mistrot
City Manager

BOARD OF DIRECTORS

DAN ALBERT
CHAIRMAN

GARY BALES
JACK BARLICH
WILLIAM GIANELLI
SUE McCLOUD
THOMAS MANCINI
DAVID FENDERGRASS
JIM PERRINE
EDITH JOHNSON



MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Home of the Last Chance Marathon

DAVID MYERS
GENERAL MANAGER

WILLIAM MERRY
DISTRICT ENGINEER

RICHARD SHEDDEN
SENIOR ENGINEER

RICHARD NORTON
ADMIN. SERVICES MGR.

ROBERT WELLINGTON
COUNSEL

December 19, 2002

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fifth Cycle

Dear Mr. Vodden:

On behalf of the Monterey Regional Waste Management District, I would like to offer our support to the San Francisco Region SCCA for your grant application to the California Integrated Waste Management Board (CIWMB). Your upcoming project, when funded, will certainly compliment Monterey County's efforts to create a positive public outreach program for used oil recycling.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit our community. Targeting Laguna Seca raceway participants and fans, including the do-it-yourself oil changers, is a good way to promote used oil recycling and the use of remanufactured oils.

Sincerely,

J. David Myers
General Manager

File: jdm/scca rec

CITY OF CONCORD
1950 Parkside Drive
Concord, California 94519-2578

FAX:

Public Works-Maintenance Services Department
Mike Vogan, Director

Telephone: (925) 671-3147



CITY COUNCIL
Mark A. Peterson, Mayor
Helen M. Allen, Vice Mayor
Susan Bonilla
Laura M. Hoffmeister
Bill McManigal

Mary Rae Lehman, City Clerk
Thomas Wendling, City Treasurer

Edward R. James, City Manager

December 18, 2002

To whom it may concern:

My familiarization with the Sports Car Club of America (S.C.C.A.) has introduced me to the statewide program that encourages the use of recycled oil and the environmentally sound reasons for recycling oil and oil filters. As the Manager of a large municipal fleet of vehicles the importance of such a program is not lost on me.

The stressors that are placed on our vehicles, some of which are operated around the clock, demands peak performance from our lubricants. Recycling these fluids for re-refinement is cost effective and friendly to our environment.

I appreciate the S.C.C.A. taking a proactive role in bringing this important message to those who appreciate motorsports at the grassroots level. They target everyone who has an interest in vehicle performance and longevity.

Sincerely,

Steve Miller
Fleet Manager



Infineon Technologies AG, Amalienstr. 67, D-80636 München, Germany
Tel: +49 (0)89 3195-1111, Fax: +49 (0)89 3195-1112, E-Mail: info@infineon.com

December 18, 2002

To whom it may concern,

Infineon Raceway has a long-standing and positive relationship with the San Francisco Region of the Sports Car Club of America. The members of this organization have been competitors at our facility for many years and have also provided support services at a number of our professional events. Our dealings with the SCCA San Francisco Region have always been characterized by a strong sense of professionalism, community service and good business sense.

I understand that the SCCA is once again applying for a grant to continue the America's Race to Recycle Program. Our facility endorses this program and encourages the California Integrated Waste Management Board to underwrite this program.

Infineon Raceway is a supporter of the recycling program within the state. We have an established recycling center and encourage all who use our facility to participate in the recycling effort. Working with the SCCA San Francisco Region helps make these efforts more successful for us all.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Page".

Steve Page
President & General Manager



December 18, 2002

To Whom It May Concern:

I understand the San Francisco Region of SCCA is applying to extend their grant from the California Waste Management Board dealing with recycled oil. We believe the program is valuable and worth continuing.

We also have a reclamation program here at Buttonwillow Raceway and collect and recycle oil and solid wastes. The benefit to local landfills is considerable and, when developed at similar sites across California, will contribute significantly toward all our mutual environmental goals.

Sincerely,

A handwritten signature in cursive script, appearing to read "Les Phillips", is written above the printed name.

Les Phillips
President

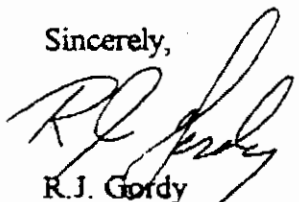


SCCA Sports Car Club of America San Francisco Region

The San Francisco Region of Sports Car Club of America (S.C.C.A.) has been proud to spread the word about the benefits of recycling oil. It is environmentally sound and cost effective which is important to the grassroots motorsports enthusiast. It is important that this message be carried to the community that places a high value on peak performance. SCCA is one of the few nationally known organizations that is positioned to do this.

The San Francisco Region of SCCA sincerely desires to continue their work in spreading the word about the advantages of recycling oil and oil filters. Your kind consideration of our grant application will make it possible for us to promote recycling in the race to keep California green.

Sincerely,


R.J. Gordy
Regional Executive

CASTLE BEACH
C O M P A N Y

245-Mt. Herman Road · Scotts Valley, California 95066-4035
Voice: (831) 429-9077 · E-mail: CasBeach@aol.com · Fax: (831) 429-6663

December 18, 2002

To Whom it May Concern:

Please accept this letter as a strong endorsement for the outstanding efforts of the San Francisco Region of the Sports Car Club of America, on behalf of the Integrated Waste Management Board's recycling program for oil and oil filters. Their creative and effective use of motor sports marketing clearly delivers the message that recycling used oils and the use remanufactured oils is the right thing to do. The effect of colorful race cars combined with the high energy persona of a race driver saying that recycling is cool transcends the traditional barriers to the successful delivery of such a message.

The use of the worlds largest membership-based road racing organization, the 65,000 member SCCA, to convey the message is brilliant. I have seen the effort in person and I have seen the results. *The folks exposed to this message through the Race to Recycle marketing program are altering their behavior and recycling used oil and oil filters, not only at the track but at home and in the communities where they live.* In addition, where possible, those affected by the program are using remanufactured oil products. This is a winning program that can truly claim success selling an idea or life style issue.

I applaud the California Integrated Waste Management Board for their foresight and wisdom in using sports marketing through the SCCA to address this critical California environmental issue.

I strongly encourage the continuation of this effort to the maximum extent possible in the future. The Race to Recycle Oil Program is exceptional.

Sincerely,



Gary Pitts, JD, PhD
General Partner



SCCA Sports Car Club of America San Francisco Region

January 1, 2002

TO: All Directors and Officials of the San Francisco Region of the SCCA
FROM: R. J. Gordy, Regional Executive and David Vodden, CEO
RE: Recycling and re-refined oil usage policy

Please be aware that, once again, the SFR/SCCA is imposing a strict recycling and use of re-refined oil policy for all Club vehicles and Club members. While we realize that we cannot force SCCA club members to use re-refined oil, we want it to be clear that those who endorse this policy and demonstrate compliance will realize member benefits in addition to helping the Club.

The SFR/SCCA is fully committed to the socially correct and environmentally friendly act of recycling used oils, supporting recycling centers that collect used oils and filters and the use of re-refined oils, when ever possible in Club and member vehicles. It is our intent to seek out pledge cards from Club participants as a further demonstration of this commitment in the future.

As part of this policy, the Club will recognize individual Club members who excel in these efforts by granting special privileges or awards. It is important that Club members understand that we are in a unique position to accelerate the acceptance of the use of re-refined oils and the life-style of recycling for the common good. Over time, as our commitment and our programs expand, we will seek additional ways to encourage, recognize and enforce compliance with the basic concepts and tasks associated with the recycling culture. As leaders in the automotive world and in the communities in which we live, it is not only our privilege, but also our duty to take the lead and make this change in oil usage and disposal happen.

It is the Club's policy and, therefore, it is the policy of all individuals who belong to the SFR/SCCA. I look forward to the full support of the Club membership and each official and officer involved in this program.

Established January 1, 2000
Renewed and expanded January 1, 2002

R. J. Gordy, Regional Executive
David Vodden, C.E.O.

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TO: Mr. David Vodden, SCCA
FR: Rio Media
RE: Price Quote For Used Oil Recycling Grant
DATE: Dec. 3, 2002

QUOTE# 180132

Job Title: Used Oil Recycling - Various
Stock: various
Prepress: Artwork to be supplied by client on a MAC file with complete set of laser proofs. All high res images, screens and imported graphics built into file.
Binding/Wrap: various
FOB: Sacramento
Overs: 10% overs/unders make acceptable delivery. Price prorated less set-ups.

Pledge Forms / Surveys

- 70# text, two-sided, 8 1/2" x 11", two-color w/ bleed
- 20,000, flat, \$7195.40

Point-of-Sale Materials

- 100# cover, 11" x 17", static cling, four-color
- 250 @ \$32.50 ea., \$8125.00

Patches

- 3" round cloth stitch patch, 4 color
- 500 @ \$2.75 ea., \$1375.00

Banners

- 2' x 6', three-color, vinyl w/ grommets
- 10 @ \$375. ea., \$3750.00

Billing Inserts

- 70# text, two-sided, 3" x 8", two-color w/ bleed
- 10,000, flat \$2486.15

Bumper Stickers

- 4" x 6", three-color, vinyl
- 2500, flat, \$1640.00

Oil Rags

- 8" x 8", remnant cloth, one-color imprint (black)
- 5,000 @ .97 ea., \$4850.00

Drainer Containers

- 500 @ 5.96 ea., \$2980.00

Total: \$32401.55

All print materials to contain min. 50% recycled material, 15%-30% post-consumer content as available.

P.O. BOX 163630
SACRAMENTO, CA 95816

(916) 446-7525 • Phone
(916) 446-0386 • Fax

Thunderhill Park

DAVID VODDEN, CEO

OFFICE: 530-934-5588 TRACK: 530-934-4455 FAX: 530-934-7275

December 16, 2002

Bid Proposal for Recycling Champions -
Motor Sports Marketing Promotions.

High-quality color-design tee shirts featuring
"Recycling Champions".

1200 @ \$11.35 each	\$13,620.00
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New, color "Recycling Champions" decals for program.

2500 flat	\$ 2,525.00
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Total	<u>\$16,145.00</u>
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Submitted by: 
For San Francisco Properties, Inc

Date: 12-17-02

David B. Vodden
MBA - Business Marketing and Finance
Born: Billings, Montana
Chief Executive Officer SCCA
Thunderhill Raceway Park

Mr. Vodden has a long and successful career in motorsports marketing and management. His role with the SCCA, including the development and operation of Thunderhill Park, stand as lifetime achievements. He has a long history of community service and public benefit activities which support his role as Program Director of the "Race To Recycle Oil" program. His public speaking and advocacy skills further enhance his effectiveness on behalf of the California Integrated Waste Management Board through the "Race To Recycle Oil" Series.

Mr. Vodden is serious about his role in the task of educating and modifying the behavior of California citizens in the environmentally sound programs associated with using re-refined oil and properly recycling used oils. His unique background, dedication, and position within the motorsports industry make him an ideal representative and advocate for this program.

President: Willows Rotary Club
President: D. B. Vodden Racing
Director: Glenn / Butte County United Way
Tri-Counties Economic Development Corporation
Glenn County Fair Board
Motoring Press Association
San Francisco Region Properties, Inc.

Program Director: Tobacco Free Challenge racing
"Race To Recycle Oil" Series / SCCA

Public Address Announcer: Various speedways
Published Journalist and Columnist: Racing Wheels, The Wheel, National Speed Sport News

Argus Courier, Tri- Counties Newspapers, Valley Mirror
Member: Various racing organizations and Clubs

Past Member: Leukemia Society of Northern California
Fontana United Way
President Fontana Chamber of Commerce
Economic Development Chamber of Commerce
San Bernardino Trade Club
President Californians Racing Association
Business Manager Northern Auto Racing Club
Business Manager National Midget Racing Association
Motoring Press Association
Motoring Press Guild Los Angeles
President California Civil War Series

Terry Taylor
BA - Chico State, Social Science
Born: Willows, California

Terry Taylor is an Executive Assistant for San Francisco Region Properties, dba Thunderhill Raceway Park. In this role, she is able to attend all SCCA / "Race To Recycle Oil" events and manage the promotional efforts. She is also able to staff the "Race To Recycle Oil" Event Booth and present the "Race To Recycle Oil" message face-to-face with SCCA members and spectators. She is the Board liaison and financial advisor on the Race To Recycle Oil program with the SCCA Board of Directors.

Terry is a former Grant administrator for the City of Willows CDBG funded housing rehabilitation program. She has served as the State Inheritance Tax Referee for Glenn County, by appointment of California State Controller, Ken Cory. As a licensed Real estate agent / appraiser she handled complex contracts and negotiations. She is a former Executive Assistant to the Tobacco Free Challenge Racing program funded under Proposition 99, tax initiative.

Terry has also served as a City Planning Commissioner and currently is a City Council person for the City of Willows. Terry brings an extremely diversified and well-matched background to the "Race to Recycle Oil" program and, together with David Vodden, makes a formidable team on behalf of the CIWMB and the "Race To Recycle Oil" motorsports marketing program.

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**Sports Car Club of America / SF Region
CIWMB Non-profit grant #UNP5-02-13
Budget Itemization – Revised 2/3/05**

PERSONNEL SERVICES (SCCA)

Project Director	240 hrs. @ \$85/hr.	\$20400.00
Program Manager	265 hrs. @ \$75/hr.	\$19875.00
Administration	210 hrs. @ \$35/hr.	<u>\$7350.00</u>
	Sub-total:	\$47625.00

PROFESSIONAL / CONTRACTOR SERVICES

Principals	225 hrs. @ \$75/hr.	\$16875.00
Senior Staff	255 hrs. @ \$65/hr.	\$16575.00
Art Director	125 hrs. @ \$75/hr.	\$9375.00
Administrative	210 hrs. @ \$35/hr.	<u>\$7350.00</u>
	Sub-total:	\$50175.00

EVENT SPONSORSHIPS (SCCA)

56 Event Days @ \$2000 per event day (includes all Title Rights and associated promotions)	\$112000.00
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PUBLICITY AND EDUCATION

		<u>Original Budget</u>	<u>Proposed Change</u>	<u>New Total (new qty)</u>
1. "The Wheel" Display Advertisements	24 half-page ads @ \$400 ea.	\$9600.00	-\$9600	\$0 (24)
2. Event / Booth Fees	10 @ \$1950 ea. avg.	\$19500.00	-\$14000	\$5500.00 (8)
3. Pace Car Vehicle "Wrap" output	material costs/installation, flat	\$6875.00	\$0.00	\$6875.00
4. Print/Premium Items				
4a. Decals	2500, flat.	\$2525.00	-\$2525	\$0 (0)
4b. Pledge Forms / Survey	20,000, flat	\$7195.40	-\$2996.40	\$4199.00 (10,000)
4c. Point-of-Sale Materials	250 @ \$32.50 ea.	\$8125.00	-\$7585.00	\$540.00 (6)
4d. Patches	500 @ \$2.75 ea.	\$1375.00	+\$1525.00	\$2900.00 (1000)
4e. Banners	10 @ \$375. ea.	\$3750.00	+\$3120.00	\$6870.00 (22)
4f. Billing Inserts	10,000, flat	\$2486.15	-\$2486.15	\$0 (0)
4g. Bumper Stickers	5,000, flat	\$1640.00	+\$1750.00	\$3390.00 (10,000)
4h. Oil Rags	5,000 @ .97 ea.	\$4850.00	+\$4850.00	\$9700.00 (10,000)
4i. Drainer Containers	500 @ 5.96 ea.	\$2980.00	\$0.00	\$2980.00
4j. Freeway Sign	painting/posting fee	\$0.00	+\$8950.00	\$8950.00
4k. Pledge cards / magnets	2,000, flat	\$0.00	+\$3972.63	\$3972.63 (2,000)
5. School Presentations				
5a. Racecar appearances	8 @ \$765 ea.		+\$6120.000	\$6120.00
5b. Driver appearances	8 @ \$495 ea.		+\$3960.00	\$3960.00
Publicity and Education Total:		\$70901.55		\$65956.63
Grand Total		\$275,776.55		\$275,756.63 (-\$19.92)

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"YOUNG RACERS FOR RECYCLING"

This program will interface with young adults (ages 16+) in the school environment for the purpose of explaining and demonstrating the benefits of recycling used oil and filters and the proper intervals for oil changes. The program will seek to modify young adults behavior through education and demonstration involving oil, filters and the importance of following manufacturer's recommended oil change interval....not those recommended by fast lubes. One of the key elements of the program will be a 1990 Nissan 300 ZX, prepared by Nissan of Japan to capture the Show Room Stock A National Championship in SCCA Road Racing. This modern, street-legal race vehicle will appeal to the young people who are the movers and shakers of today's automotive experience. These trendsetters will be exposed to the special 300 ZX, driven by an experienced, winning racecar driver who will deliver the used oil recycling message. As part of the face-to-face presentation the expert driver will demonstrate the basic techniques of changing oils and filters and show why re-refined oils are a quality product that should be used in the street cars of today's youth. The Nissan 300ZX, Corvette red with silver side patterns, 18" wheels, roll bars, a five-point harness system and a \$10,000 sound system, is the perfect medium to penetrate the receptors of the target audience. The car makes what is said worth listening too and, by getting the target audience to listen, the message will be delivered and attitudes and behaviors will be changed.

Another key component of the program will be a pledge cards and magnets. The used oil / filter recycling pledge card will be distributed to each attendee to complete. Upon return of the pledge form, the "pledgee" will receive a magnet with used oil recycling information. The pledge form will be written and designed to include information on used oil recycling, filters, and proper intervals for oil changes. A total of 2,000 pledge forms and 2,000 magnets will be printed and distributed during the presentations to attendees to provide them with a tangible item to take home, place on tool box, etc.

For the remainder of the current SCCA/ORC program, the above focus will be targeted at eight (8) schools (3000+ students) on the I-5 corridor between Redding and Merced. The time frame will be February through the end of April, 2005. The program will include the presentation of the Nissan 300 ZX along with a qualified winning SCCA road racing driver and a presentation of one hour or more to assembled students. These students may be a part of a school assembly, a vocational education class on campus or a school sanctioned club dealing with youth leadership or

environmental intervention. The presentations will be scheduled in advance through appropriate school personnel and include press coverage in the local community as appropriate.

Post-presentation surveys will be administered upon completion of each presentation to gauge effectiveness / usefulness of the information and tools.

The project will deliver existing promotional materials remaining within the SCCA/ORC grant including oil rags, decals, patches, oil recycling containers, plus items obtained from local governmental agencies involved with the CIWMB.

The work tasks for the program include:

- scheduling / delivering school presentations to assemblies and site visitations
- Nissan 300 ZX Specialty Car - eight (8) appearances
(vehicle expenses include: preparation of car, transportation, graphics, maintenance, insurance, licenses.
Value of vehicle \$40,000).
- writing / design / printing of pledge card and magnets
- writing / printing / distributing / gathering post-presentation surveys
- championship driver spokespersons for eight (8) appearances (includes all expenses associated with driver appearances).
- distribution of materials
- development of and oil changing and filter changing prop for demonstrating these critical functions.

###

THE SPORTS CAR CLUB OF AMERICA SAYS

Recycle

USED OIL & FILTERS!



For drop off locations, call:
1-800-CLEANUP

Funded by a grant from the California Integrated Waste Management Board



052



Racing to Recycle Oil

San Francisco Region Found a State Grant to Partner Its Club Racing Program and Supported a Good Environmental Cause in the Process

Innovative Program

Story and photos by David Vodden

The fact that racing costs money is not lost on any racer—the costs of car prep, entry fees, tires and safety gear has the driver or car owner constantly reaching for his or her wallet. What is often lost on the racer, however, is that the sanctioning body has to shell out a lot of cash as well to put on the event. In SCCA Club Racing, that means

the Regions are writing big checks to host Regional or National races.

A chunk of that money comes from entry fees. In a few circumstances, that money is increased by ticket sales. But the costs of hosting races is outpacing those sources of income. With Regions reluctant to raise entry fees—and Club Racers more than reluctant to cut into the tire budget to pay more—alternate sources of funding need to be found.

For many Regions, that additional money

has come from sponsorship. Several Regions have found corporate benefactors to help their club coffers. Ideally, that relationship also serves to promote the Region and its racing program as well. San Francisco Region, however, found a unique promotional sponsor and a way to help the environment in the process.

San Francisco Region has partnered with the California Integrated Waste Management Board (CIWMB), the state agency that

CONTINUOUS

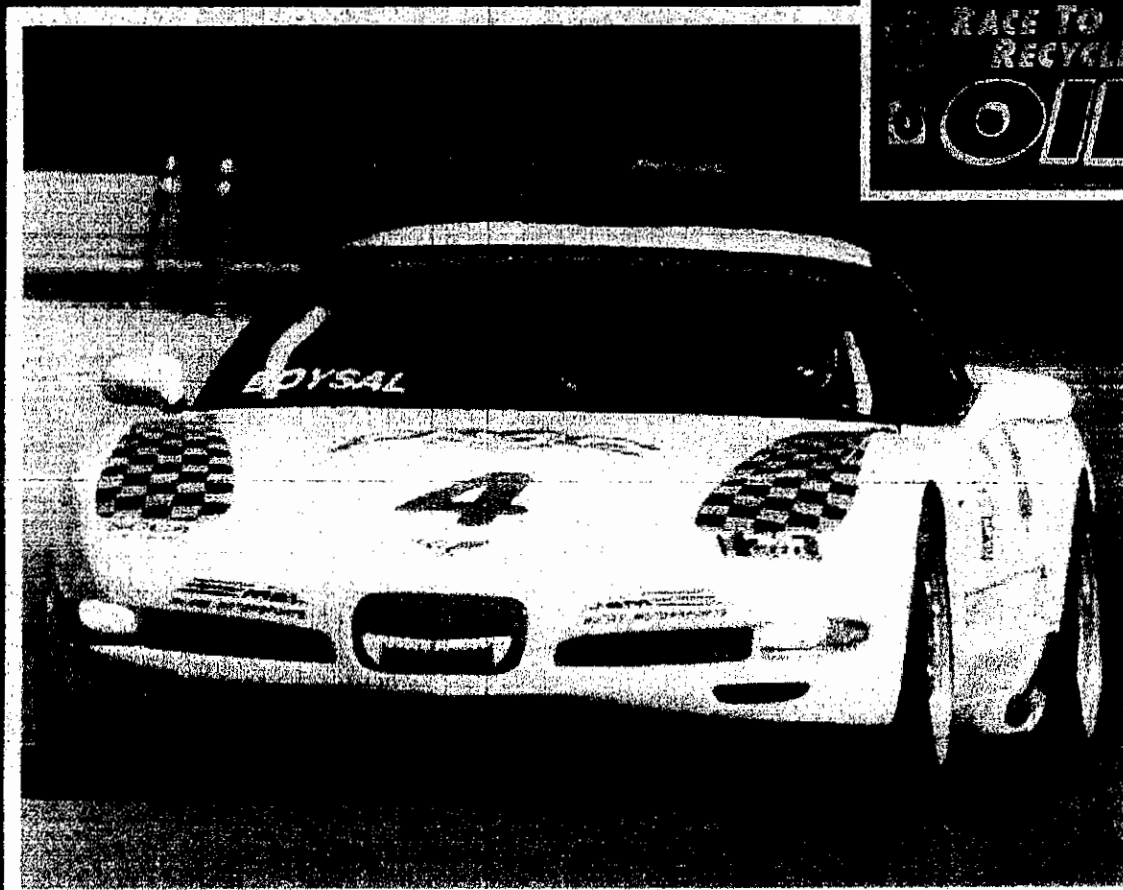
the wheel®



September
2002 \$1⁹⁵

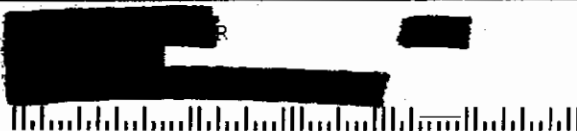
The Official Publication of the San Francisco Region of the SCCA

2002 "Race To Recycle Oil" Championship Series



Rick Boysal Wins T-1 At Infineon Raceway Regional

Inside:
Solo II Update
2002 SFR Road Racing





RACE TRACK OIL RECYCLING CENTER



USED OIL FILTERS



RECYCLE OIL

RACE TO RECYCLE OIL

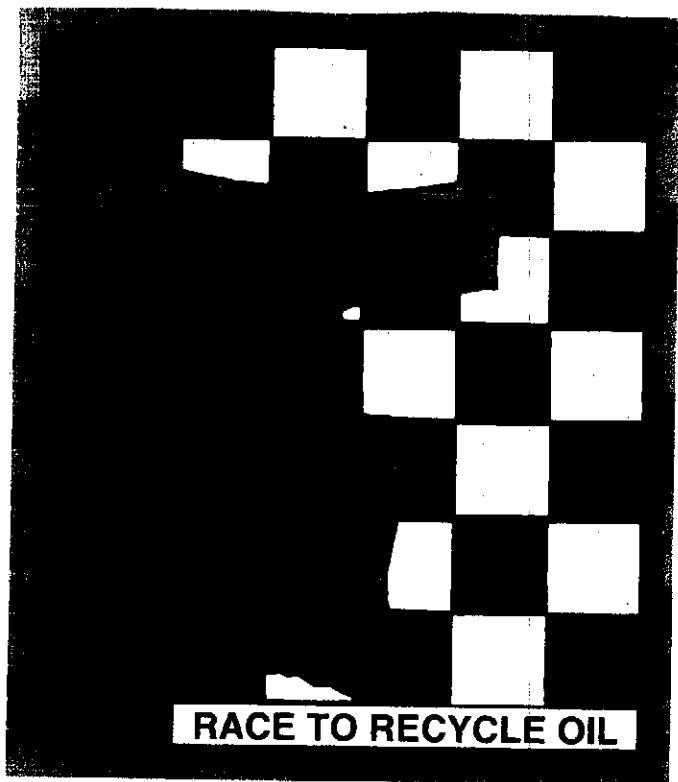
Funded by a grant from the California Integrated Waste Management Board



SCCA "RACE TO RECYCLE OIL" BUMPER STICKER

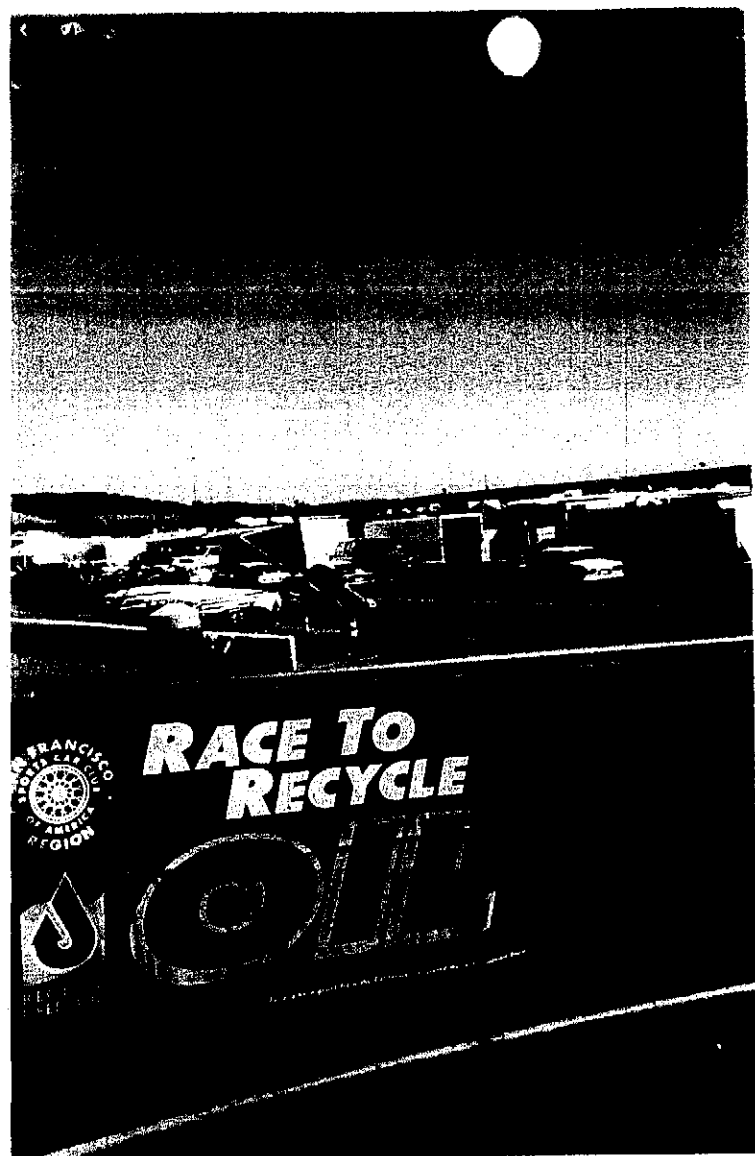


SCCA "RACE TO RECYCLE OIL" ON-SITE BOOTH



SCCA BADGE & DECAL





**"RACE TO RECYCLE OIL"
BANNERS DISPLAYED AT
RACE EVENTS AND CAR SHOWS**





Ain't Racing Grand!

JENNIFER BAKKER

by James Heine

It is perhaps an indication of Jennifer Bakker's love for racing that she earned her Regional competition license last year before she attained that universal goal of every 16-year-old—her state driver's license.

Bakker, who recently earned her National license, attended an SCCA driving school last spring just after her 16th birthday. It was not until August that the Chicago Region member who hails from Bridgeview, Ill., acquired a "civilian" driver's license from the State of Illinois.

"I started racing go-karts when I was in third grade," she says, "but I had a bad accident in practice, and I said, 'I don't want to do this anymore.' So we put the go-kart in the garage and left it there. I'd go out there now and then and look at it, but nobody said anything about racing. When I was in eighth grade, in 1997, my dad asked me, 'Would you like to race again?' I said, 'Yes, I'll try it again.'"

In addition to karts, Bakker raced in Super Mini Cup cars, which are 400-pound NASCAR Winston Cup lookalikes on a 60-inch wheelbase.

"I raced in the Future Stars [category]," she says. I had seven feature wins, and I won two track championships. I also finished second in the state, and in the top 10 nationally."

In 1998, Bakker focused on the Super Mini Cup series. "I went professional. I had 12 top-five finishes, and I finished third at Joliet in the track championship and fourth in the state."

Last year, Bakker moved to a Baby Grand sedan and SCCA Regional competition. "In karts, there is a challenge," she says, "but looking back on it, Baby Grands are more demanding and more fun. I like the way they handle, and I like the speeds and the braking."

In addition to racing at Gateway International Raceway, the site of her driver's training, Bakker competed at Road America, Gingerman, Blackhawk Farms and Indianapolis Raceway Park. At IRP, she also tested the five-eighths-



"If I do get married, I want to marry someone who is OK with my racing. I don't want someone who sits there and says, 'You can't race, because you're going to hurt yourself.'"

mile oval. "Actually, we just got to practice. Everything was going really well," she says, "but then the battery died, and we couldn't get the car started again."

How did she feel at a time like that?

"I cried," she says. "I had wanted to race an oval all year, and I was doing really well. It was a big disappointment."

Bakker's love of racing comes from her dad, David, she says. "I cannot say enough good things about him. My dad and my crew chief, Mark Amenda, have been a great help."

Bakker also acknowledges that she receives invaluable help from six-time Formula 500 National Champion Alan Kneill and from her 11-year-old sister,

Julie, who does timing and scoring for her.

This year, Bakker's goal is the Chicago Region's Baby Grand Championship. "In 2001, we're hoping to move to ARCA [Automobile Racing Club of America] and get a ride there. We hope to get enough sponsorship to get me into a big car."

What does Bakker enjoy about racing?

"I like the challenge of it. I enjoy learning how to do things well," she says. "I like the feeling you get when you realize, 'I couldn't do this before, and now I can.'"

Bakker's long-term goal is a NASCAR Busch Series ride. On a personal level there is also marriage and a family—but not right away, she says.

"I want to get married, but not for a while...maybe in 10 years or so. Being a girl, I can't really race and be pregnant at the same time. If I do get married, I want to marry someone who is OK with my racing. I don't want someone who sits there and says, 'You can't race, because you're going to hurt yourself.'"

Currently, Bakker enjoys her life as a junior at Argo Community High School in Summit, Ill., where she maintains a 3.8 GPA. "I like hanging out with my friends," she says, "but most everybody likes to do that. I like to rollerblade, and I like outdoor sports like canoeing and fishing."

Her friends think her racing is "really cool," Baker adds, although some of them—of the male variety—are initially incredulous. "When they find out that I race, they always say they'll go out and beat me," Bakker says.

Her response, even though she knows the challenge is in fun?

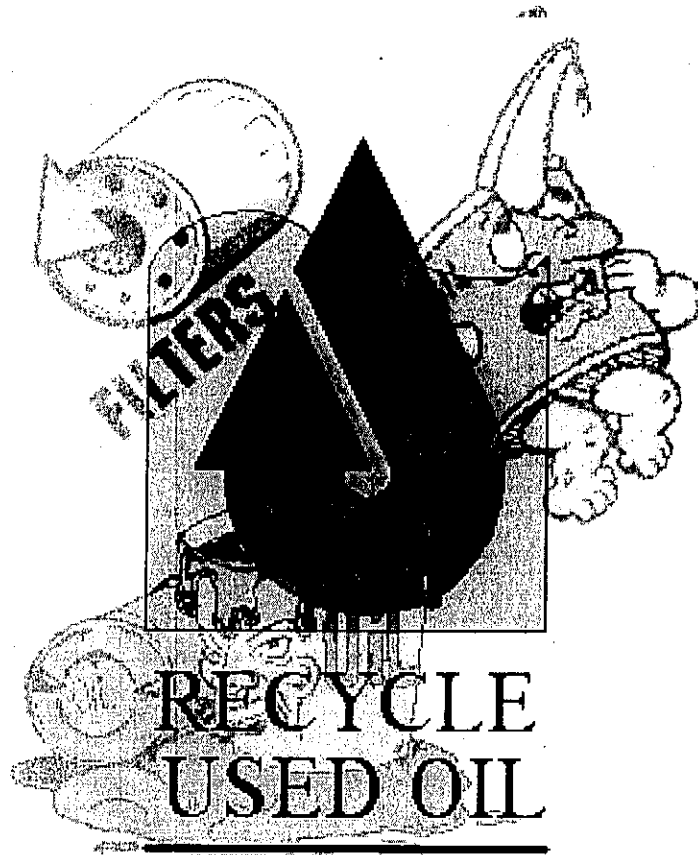
"Yeah, sure." ●



Jennifer Bakker has set her sights on the Regional Baby Grand Championship, with the Busch Series in the not-too-distant future.

Used Oil Nonprofit
Grant Fifth Cycle, FY
2002/2003 Grant
Application
Instructions

STATE OF CALIFORNIA
ENVIRONMENTAL PROTECTION AGENCY



Used Oil Nonprofit Grant
Fifth Cycle
Fiscal Year 2002/2003

Application Instructions

California Integrated Waste Management Board
Used Oil Grant Program
1001 I Street, MS 21
P.O. Box 4025
Sacramento, CA 95812-4025
(916) 341-6457

Checklist of Application Materials

This checklist is included to assist you in putting together your grant application. Each section of your application should be clearly identified and arranged in the following order:

- ☐ Application Cover Sheet (Exhibit A)
- ☐ Table of Contents
- ☐ Resolution (Exhibit B)
- ☐ Internal Revenue Service (IRS) Determination Letter
- ☐ California Franchise Tax Board Letter of Good Standing
- ☐ General Checklist of Business Permits, Licenses, and Filings (CIWMB Form 669)
- ☐ Proposal Narrative
- ☐ Work Plan Form(s) (Exhibit C)
- ☐ Budget Itemization (Exhibit D)
- ☐ Grants Summary Worksheet (Exhibit E)
- ☐ Project Support Letter(s) from Local Jurisdiction(s)
- ☐ References
- ☐ Evidence of a Recycled-Content Purchasing Policy or Directive
- ☐ One original and three copies of the application must be mailed to the address below. Identify the original application with a mark or stamp indicating "original" and mark or stamp the copies, "copy". The original and three copies must be typed in a font of no less than 12 point, printed on 8½" x 11" recycled-content paper, double sided, and numbered consecutively. Copies must be free of distortion and easy to read.
- ☐ Application narrative may not exceed 15 pages; this does not include the required attachments.
- ☐ Application should be stapled in upper left-hand corner

APPLICATION FILING PROCEDURES

Applications must be postmarked, or exhibit a commercial carrier tracking number, dated by **Friday, December 20, 2002**. Applications postmarked, or exhibiting a commercial carrier tracking number, dated after Friday, December 20, 2002 will not be accepted and will be returned to the applicant. **Hand delivered, faxed, or E-mailed applications will not be accepted.**

If you have questions, or need additional information, contact Barbara Baker at (916) 341-6446, or Darrin Okimoto at (916) 341-6453.

Please mail applications to:

California Integrated Waste Management Board
Used Oil Nonprofit Grant Fifth Cycle
Attn: Philip Poon
Grants Administration Unit
P.O. Box 4025
1001 I Street, MS-10
Sacramento, CA 95812-4025

Question and Answer Period

Questions about the FY 2002/03 Nonprofit Grant application may be submitted in writing from October 23 through November 15, 2002 to Barbara Baker, by e-mail to bbaker@ciwmb.ca.gov or sent by mail to:

California Integrated Waste Management Board
Attn: Barbara Baker
Used Oil and HHW Grants
1001 I Street, MS-21
P.O. Box 4025
Sacramento, CA 95812-4025

Staff will use the questions submitted to develop a question and answer sheet on or before November 25, 2002. Responses will be posted on the California Integrated Waste Management Board's (CIWMB) grants website: www.ciwmb.ca.gov/UsedOil/Grants/Nonprofit and mailed out upon request. To the extent possible, similar questions will be grouped together. Please note that no project specific questions will be answered.

KEY DATES	ACTIVITY
October 23 to December 20, 2002	Application period
October 23 to November 15, 2002	Question and Answer Period
November 25, 2002	Questions and Answers Posted on CIWMB Website
December 20, 2002	Application deadline
January 2003 to March 2003	Panels review applications and prepare recommendations
April 2003	CIWMB approves grants
April 2003	Grant agreements developed and signed
May 1, 2003	Grant recipients begin execution of grants
April 30, 2005	Close of grant term
May 15, 2005	Final report and payment request due

USED OIL NONPROFIT GRANT – Fifth Cycle (UNP5)

I. GRANT SUMMARY AND GUIDELINES

■ BACKGROUND

There are 20 million gallons of used motor oil improperly managed in California annually. Nonprofit organizations have an opportunity to work with the California Integrated Waste Management Board (CIWMB) to address this serious environmental threat. The CIWMB administers a used oil recycling program which includes providing grants to nonprofit organizations for used oil and used oil filter recycling projects.

Through other grants from the CIWMB, local government agencies throughout California are working to provide convenient collection opportunities for used motor oil and oil filters to the public. They also implement outreach campaigns to the public about the importance of recycling used oil, used oil filters, and other automotive wastes. The CIWMB and local government recognize the value that nonprofit groups bring to these recycling efforts. All types of nonprofit groups such as auto enthusiast clubs, community service organizations, and environmental groups have unique and valuable ties to their communities. Through the nonprofit grant program, the CIWMB is looking for nonprofit groups to partner with local government agencies to promote used oil recycling and further these efforts to reach more Californians.

■ APPLICANT ELIGIBILITY

As authorized by Public Resources (PRC) Section 48632(b), the CIWMB will award grants on a competitive basis to eligible nonprofit groups. Eligible nonprofit groups are those recognized under Sections 501(c)(3), 501(c)(4), 501(c)(6) or 501(c)(10) of the Internal Revenue Code. A copy of the most recent Determination Letter issued by the Internal Revenue Service and a copy of the most recent Letter of Good Standing issued by the California Franchise Tax Board must be included with the grant application. Only one application will be accepted from each nonprofit group or chapter of an umbrella nonprofit group. If you have questions or need additional information, contact Barbara Baker at (916) 341-6446, or Darrin Okimoto at (916) 341-6453.

Local governments are not eligible for this grant, however, nonprofit applicants must demonstrate coordination with the cities and/or counties impacted by the proposed project. References are also required with the application. [For more information, see page 7 (for more details) regarding project support letters and references.]

■ GRANT FUNDING

Grant funds must be used to establish or expand used oil programs that provide permanent collection opportunities, and effective publicity campaigns. Proposed activities should complement local and/or regional used oil management programs. This year \$3.5 million is available for the Nonprofit (NP) Grant. Applications proposing activities in one city or county may request up to \$200,000 in grant funding. Applications proposing activities with a statewide or regional impact may request up to \$300,000.

■ GRANT TERM

The term of the grant is from May 1, 2003 through April 30, 2005.

■ ELIGIBLE COSTS

In accordance with the California Oil Recycling Enhancement Act, oil funds can be used for any expense that provides an opportunity for the collection of used oil and oil filters that would not otherwise exist. All costs must be directly related to the implementation of used oil programs. Any materials, services, equipment, or facilities that increase opportunities for the proper collection and management (recycling) of used oil will be considered eligible costs. Costs must be reasonable, cost-effective, and focused on local and/or regional, or statewide needs as described in the application. All costs must be incurred during the grant term.

■ INELIGIBLE COSTS

Any costs not directly related to the implementation of local or regional used oil collection programs are ineligible for grant funding. These include, but are not limited to, the following costs:

- Costs incurred prior to May 1, 2003 or after April 30, 2005
- Costs currently covered by another CIWMB loan, grant or contract
- Purchasing or leasing of land
- Purchasing or leasing vehicles
- Remediation. However, mitigation is allowed as defined in Public Resources Code 48618.4 to include "...the prevention of stormwater pollution from used oil and oil byproducts and the reduction or alleviation of the effect of stormwater pollution from used oil and oil byproducts by means of action taken on public property. Mitigation includes the installation of devices and implementation of practices that prevent used oil and oil byproducts from causing stormwater pollution. **Mitigation does not include the cleanup or restoration of polluted areas.**"
- Enforcement activities
- Overtime costs (except when required by law or labor contract for staffing evening or weekend events)
- Out-of-state travel
- Any food or beverages (e.g. as part of meetings, workshops, training, or events)
- Public education costs not related to used oil collection or storm water pollution prevention.
- Profit or mark-up by the grantee
- Any costs that are not consistent with local, state, and federal guidelines and regulations
- Cell phones, computers, and pagers
- Collection/disposal/recycling of non-oil related Household Hazardous Waste (HHW)
- Development of school curricula

II. GRANT APPLICATION REVIEW AND AWARD PROCESS

■ APPLICATION REVIEW

After the close of the application period, review panels consisting of CIWMB staff will be convened. The panels will evaluate applications using the scoring criteria. Applicants must attain at least 70 out of the 100 points possible to be eligible for funding.

■ CIWMB AWARD OF GRANTS

The CIWMB will consider the funding recommendations at its April 2003 CIWMB meeting. Applicants will be notified of the recommendations prior to the CIWMB meeting.

III. APPLICATION INSTRUCTIONS

The NP Grant application must contain the following information in this order:

- Application Cover Sheet Form (Exhibit A)
- Table of Contents
- IRS Determination Letter
- General Checklist of Business Permits, Licenses, and Filings
- Resolution(s) (Exhibit B)
- Proposal Narrative
 - Section 1: Need
 - Section 2: Goals and Objectives
 - Section 3: Work Plan (Exhibit C)
 - Section 4: Evaluation

Section 5:	Budget, including Budget Itemization (Exhibit D)
Section 6:	Completeness, Project Support Letters, References, Experience, etc.
Section 7:	Evidence of a Recycled Content Purchasing policy or directive
Section 8:	Social Marketing Techniques
Section 9:	Targets Underserved Population
Section 10:	Address if applicable: boaters, agricultural sources, or stormwater
Section 11:	Address if applicable: Purchasing of Re-refined Oil
Section 12:	Prior CIWMB Nonprofit Grant
Section 13:	Statutory Requirements

■ COVER SHEET (Exhibit A)

The required Cover Sheet Form (Exhibit A) may be adapted to each applicant's computer software; however, the format must be followed exactly. Instructions for completing the form are on its reverse side.

■ RESOLUTION (Exhibit B)

The approved resolution for a single NP and all supporting documents for a regional program **MUST BE SUBMITTED WITH THE APPLICATION PACKAGE. Please select the designated signature authority carefully because only the person in the designated position will be able to sign the Grant Agreement Form and Payment Request Form.** If a "designee" is authorized in the resolution, be sure to include a letter signed by the signature authority indicating the title of the designee.

The grant application package must include:

An approved resolution from the applicant's governing body (signed by the Chair of the Board of Directors on behalf of all the members) which authorizes submittal of an application for the Fifth Cycle Used Oil NP Grant and identifies the **title** of the individual authorized to execute any agreements, contracts, and requests for payment.

Multiple NP Programs – Multiple NPs or chapters of an umbrella NP organization may join together to submit an application. A lead NP must be designated by the participating NP organizations. The lead agency must submit a resolution as described in Exhibit B. In addition, each participating NP organization in an application must submit a resolution from the governing body stating that the NP organization wants to participate in a program and authorizing the lead applicant to act on their behalf as both applicant and grant administrator.

■ GENERAL CHECKLIST OF BUSINESS PERMITS, LICENSES, AND FILINGS

The General Checklist of Business Permits, Licenses, and Filings (pages 16 of the Application) must be completed as part of the grant application. The applicant is required to complete this checklist detailing the critical permits/licenses required for the project. The Checklist must also be included as part of the grant agreement, enclosure with payment requests; and final report for verification that the appropriate permits/licenses and filings were obtained during the course of the grant period. Failure to complete this Checklist will result in an incomplete application and disqualification, therefore the application package will be returned to the applicant.

■ PROPOSAL NARRATIVE

The narrative must clearly and concisely describe and justify each task presented in the proposal. The narrative should address the project summary as well as the nine scoring criteria (Exhibit F). We have provided questions for each criterion that should help you develop your proposal. The tip boxes after the questions should help you focus on information that is important to include. Criteria 1-7 comprise the General Review Criteria and Criterion 8-12 is considered Program Criteria. **The applicant is responsible for supplying sufficiently detailed information for the review panel(s) to fully evaluate the proposal.**

Attachments to support the proposal narrative include the Work Plan (Exhibit C), Budget Itemization (Exhibit D), the Grants Summary Worksheet (Exhibit E), and the Evidence of a Recycled Content Purchasing Policy or Directive. Instructions for completing the Work Statement and the Grants Summary Worksheet Forms are on the reverse side of each form. Provide attachments and any supporting documentation with the appropriate section(s) as outlined on the following pages.

Briefly address each question below, remembering to note the information requested in the boxes and the application preparation tips. The proposal narrative is limited to 15 pages not including exhibits and other attachments.

GENERAL REVIEW CRITERIA (79 points possible)

Introduction: Project Summary (1 paragraph)

What is the problem you are addressing? Briefly describe your project.

1. **Need (20 points)** – Grant proposal clearly and convincingly describes and demonstrates why the project should be funded (e.g., benefits, end products, etc.)

(5 pts.) Addresses identified gap in service availability or current unmet need

(5 pts.) Supports the existence of the problem with surveys and/or studies

(5 pts.) Adequately describe any health and safety threats or environmental concerns

(5 pts.) Identifies existing and previous grant work that supports the project or justifies a different approach

TIP: Make sure to include in the narrative past and current Used Oil and HHW Grants and how they relate to the proposal. Local Demographic Studies/Statistics include: Target population size; percentage of population targeted; service area; illegal dumping documentation; available collection opportunities; frequency of collections; number and location of permanent facilities; waste types collected, map of collection opportunities, amount of HHW collected (past CIWMB Form 303 information) and estimated amount collected with future program.

2. **Goals and Objectives (7 points)** - Describe *what* you wish to accomplish by completing this grant project. Identify measurable target(s) that must be met on the way to attaining grant goals.

(4 pts.) Describes specific and measurable goals and objectives and how they relate to the need

(3 pts.) Is based on identified need described in the narrative

TIP: The term of this grant is 24 months, demonstrate your project is ready to be implemented and that objectives can be achieved within the indicated time frame.

3. **Work Plan (13 points)** - Grant proposal describes by task the activities to be undertaken to achieve the objectives.

(2 pts.) Includes completion of the Work Plan form

(2 pts.) Describes why the proposed activities are the best way to address the identified need

(2 pts.) Identifies staffing required to carry out the proposed project

(2 pts.) Identifies any products that will be used or produced and how they will be distributed

(2 pts.) Describes involvement of cooperating organizations

(2 pts.) Presents a specific plan for future funding

(1 pts.) Work Statement demonstrates that objectives can be achieved with available time and resources

TIP: List tasks; sequenced timeline--the grant term is 24 months; explain how you will achieve the objectives. Permits & variances needed? Cost of continuing program - list funding priorities and give reasons. Grant Timeline, Work Plan, and Grant Narrative describe by task the activities to be undertaken to achieve the project tasks.

4. **Evaluation (9 points)** - Measures the outcome of the applicant's project.

(2 pts.) Includes both process and outcome evaluation

(1 pts.) Describes a method for evaluating and modifying methods during project implementation

(1 pts.) Describes clearly the criteria for determining success

(2 pts.) States who will be responsible for the evaluation

(2 pts.) Explains any statistical tests or questionnaires to be used

(1 pts.) Describes any evaluation reports to be produced

TIP: Describe statistical tests/questionnaires. Process evaluation – did you complete what you set out to do? Outcome evaluation – did your program have an effect on your target audience? Grant Narrative describes a method to evaluate the success of the project and determine whether objectives were accomplished.

5. **Budget (8 points)** - Cost (dollar figure) associated with activities necessary to complete the project.

(2 pts.) Quotes, estimates or other documentation to support the costs claimed are provided

(2 pts.) All program elements described in the grant narrative and work statement are itemized in the budget

(1 pts.) Cost savings are described, e.g., use of volunteer labor, in-kind services, recycling options, use of existing promotional material, etc.

(1 pts.) Budget items for managerial costs, contingency or miscellaneous are clearly described and kept to a minimum

(2 pts.) Budget is clear & concise; arranged by approved budget categories

Arrange **Budget Itemization** by these categories:

Permanent Collection Facilities: Costs for the establishment, expansion, and operation of used oil collection centers; or the establishment, expansion of permanent household hazardous waste (HHW) collection facilities. (For ongoing costs for an HHW collection facility, include only the costs directly related to the management of used oil, used oil filters or oil bottle containers.)

Temporary or Mobile Collection: Costs for one-day, intermittent events, or mobile collection (other than residential collection) of used oil and oil filters.

Residential Collection: Costs for establishment, continuation, or expansion of curbside or door-to-door collection of used oil and oil filters.

Publicity and Education: Costs for the development, printing, and distribution of educational materials that promote used oil or used oil filter recycling, or stormwater pollution prevention.

Load Checking: Costs for inspection of loads at solid waste landfills or transfer stations for used oil and oil filters. Costs for containment (permanent or semi-permanent structure) should also be included here.

Personnel/Other: All personnel costs and any other eligible expenditure that cannot be assigned to another category.

Stormwater Mitigation: Installation and maintenance of filters, storm-drain stenciling, all applicable costs of publicity, education, and personnel.

TIP: Be sure to include Budget Itemization (Exhibit D). Review the ineligible and eligible cost sections of this application package to determine eligible costs. Reference the page number of your quotes; provide details for equipment, services and supplies; justify all non-specific costs such as overhead and miscellaneous. If quote lists more than one item, please highlight the applicable item. Proposal narrative and Budget Itemization demonstrates that the project is cost effective and makes judicious use of the requested grant funds. **Make the budget clear and concise; present the budget in such a manner that someone unfamiliar with your organization will understand it. Carefully check the accuracy and cost-effectiveness of all budget items, extraneous and unsupported budget items will count against you! Items for which there are no quotes may be eliminated. All items listed in the Budget Itemization must be discussed in the narrative.**

6. **Completeness, Letters of Support, Experience (7 points)** - Grant proposal is clearly presented and complete as required in the application instructions including adherence to all specified deadlines. Includes evidence that the applicant or its contractor(s) have sufficient staff resources, technical expertise, and experience successfully managing grant programs, to carry out the proposed project.

(1 pts.) Grant proposal is clearly presented and complete as required in the application instructions including adherence to all specified deadlines

(1 pts.) Includes completed Summary of Used Oil & HHW Grants Form

(2 pts.) Letter of support from local jurisdiction which demonstrates that the NP organization has coordinated with the local government to ensure compatibility of the proposed project with local government program and plans

(1 pts.) Other letters of support for the project

(1 pts.) Addresses ability of applicant to coordinate contracted activities and past Used Oil/HHW grant performance

(1 pts.) Includes resumes and/or background statements for key project personnel and contractors, references, etc.

TIP: Double check your application and make sure everything asked for is included, and in the order prescribed. Avoid assumptions that the application is the same as last year or that reviewers have access to outside information. Include evidence that the applicant or its contractor(s) have sufficient staff resources, technical expertise, and experience successfully managing grant programs, to carry out the proposed project.

- **Project Support Letter(s) from Local Jurisdiction(s)**

Letters of support must be on the local government's letterhead and must be signed by the individual with responsibility for the local used oil program. Letters must demonstrate that the local government understands the specific project you are proposing and detail how they will work with your organization as you implement your proposal.

General letters of support from others should also be included in this section.

- **References**

Include written references from at least two organizations, other than the CIWMB, from which your NP organization has received a grant. Each reference must include a brief description of the tasks undertaken, the requirements of the grant, and the extent to which your organization satisfied those requirements. If your organization has not received any previous grants, provide letters from other organizations with which your organization has worked. All references must provide the name, address, telephone, and fax numbers of the individual that provided the reference from each organization.

All letters must be submitted with the application.

7. **Evidence of a recycled-content purchasing policy or directive (15 points)** – Applicant and/or participating jurisdictions demonstrates evidence of recycled content policy by the purchase of recycled-content products, recycled or reused products, such as re-refined oil, recycled-content paper, use of compost and mulch, and other “green” products or materials, or engages in other waste reduction activities where appropriate and feasible. Applicant will be awarded points if:

(9 pts.) Policy is in place or has been adopted during the application period by the applicant

(4 pts.) Provide documentation/evidence by Applicant, or its governing body, of sustainable practices pertaining to re-refined oil within the past year (e.g. use of re-refined oil in city fleets)

(2 pts.) Applicant proposes to evaluate their Recycled-Content Products (RCP) purchasing policy annually. Evaluation should address the positive and negative features, the sustainable practices performed during the past year, and a plan to increase the percentage of RCP by applicant

PROGRAM CRITERIA (21 points possible)

8. Use Social Marketing Techniques to replace or supplement traditional media based publicity & education methods to promote collection of used oil and/or oil filters (4 points)

(4 pts.) Describe proposed social marketing activities and explain how they will affect collection or recycling of used oil. ("Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole.")

9. Target an underserved population for the collection of used oil and/or oil filters (5 points)

(3 pts.) Education program should target an underserved population. (Underserved population means a population that has less access to used oil collection facilities and/or a lack of used oil collection service when compared to other populations with comparable density and socio-economic status)

(2 pts.) Applicant should be able to clearly articulate a specific strategy for targeting this population taking into consideration levels of education, economics, and accessibility to used oil collection centers or services.

10. Initiate a new program or support an existing program for collection of used oil and/or oil filters from one or more of the following: Boaters, Agricultural Sources, or Storm Water (5 points)

(5 pts.) Describe proposed activities and explain how they will affect collection / recycling oil and oil byproducts by boaters, agricultural sources, and storm water

11. Initiate a new program or support an existing program for purchasing of re-refined oil and provide for continued and sustained re-refined oil availability in target area after the grant period (4 points)

(2 pts.) Describe proposed plan to have retailers stock re-refined oil for sale to the general public

(2 pts.) Describe proposed activities to promote the advantages of purchasing and using re-refined oil

12. No Nonprofit grant funding was received during last cycles (UNP4) (3 points)

(3 pts.) Grant proposal is from an applicant who did not receive a (UNP4) Nonprofit Grant

13. Statutory requirements (YES/NO) (0 points)

- As authorized by Public Resources Code (PRC) Section 48632 (b), the Board will award grants on a competitive basis to eligible nonprofit groups. Eligible nonprofit groups are those recognized under Sections 501 (c)(3), 501 (c)(4), 501 (c)(6), or 501 (c)(10) of the Internal Revenue Code. A copy of the most recent Determination Letter issued by the Internal Revenue Service and a copy of the Letter of Good Standing issued by the California Franchise Tax Board must be included with the grant application.
- Applicants without evidence of nonprofit status are ineligible

IV. GRANT ADMINISTRATION

■ GRANT AGREEMENT

Following the CIWMB's approval of the grant applications, tentatively scheduled for the April 2003 CIWMB Meeting, the awarded NPs will receive a Grant Agreement that includes the Terms and Conditions and the Procedures and Requirements. Copies of these documents in draft form are available for review by grant applicants. Call the CIWMB at (916) 341-6457 to request these documents or view them on our website www.ciwmb.ca.gov/UsedOil/Grants/Nonprofit. The Grant Agreement will include the applicant's Budget Itemization and Work Plan. The signature authority, designated by resolution, is the only person authorized to sign the Grant Agreement.

Award of this grant will be conditional on the following two requirements: the proposed Grantee must within ninety (90) days from the date of mailing of the Grant Agreement by the CIWMB: 1) return the completed and signed Grant Agreement to the CIWMB; and 2) pay in full all outstanding debts owed to the CIWMB. *Check with your Accounting Office to determine if your NP has any outstanding CIWMB invoices.*

The grant agreement is tentatively scheduled for a term of 24 months beginning May 1, 2003 and terminating April 30, 2005.

■ PAYMENT OF GRANT FUNDS

Grant funds are paid on a reimbursement basis for actual costs directly related to the implementation of the approved project. Payment will be made only for costs described in the applicant's approved Budget Itemization. All payment requests must be prepared as described in the Procedures and Requirements and include an itemization with documentation of claimed expenses (e.g., receipts, invoices, Personnel Expenditure Summary Forms, etc.) **Ten percent (10%) of each approved payment request will be withheld until completion of the grant term.**

Advance payment may be made on rare occasions consistent with CIWMB policy. Contact your grant manager for additional information.

AUDIT REQUIREMENTS

The Grantee agrees that the CIWMB, the Department of Finance, the Bureau of State Audits, or their designated representative(s) shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. The Grantee agrees to maintain such records for possible audit for a minimum of three (3) years after final payment, unless a longer period of records retention is stipulated, or until completion of any action and resolution of all issues which may arise as a result of any litigation, dispute, or audit, whichever is later. The Grantee agrees to allow the designated representative(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, the Grantee agrees to include a similar right of the State to audit records and interview staff in any contract or subcontract related to performance of this Agreement.

Applications must be postmarked by Friday, December 20, 2002.
Applications postmarked after that date will not be accepted.
Hand delivered, faxed, or emailed applications will not be accepted.

Mail applications to:

California Integrated Waste Management Board
Used Oil Nonprofit Grant Fifth Cycle
Attn: Philip Poon
Grants Administration Unit
P.O. Box 4025
1001 I Street, MS-10
Sacramento, CA 95812-4025

Final report for grant UNP4-00-3310



**SPORTS CAR CLUB OF AMERICA
San Francisco Region**

"Race To Recycle Oil"
Campaign
Contract #UNP4-00-3310

California Integrated Waste
Management Board
Final Report

November 1, 2000 – April 30, 2003

Introduction

The Sports Car Club of America's "Race To Recycle Oil" series was run with tremendous success during the entirety of the grant period. The used oil and filter recycling message received incredible exposure from the sponsorship package bearing the "Race To Recycle Oil" message.

In fact, the program was honored with the California Resource Recovery Association's annual "Public Education" award. The prestigious award honors innovative education campaigns that promote the "Reduce-Reuse-Recycle" theme. SCCA's David Vodden traveled to Pasadena to accept this honor. Now, at the end of the grant's term, the program has been nominated for another award from the CRRRA. (Winners will be announced in July, 2003.)

Through positive, repetitive and creative exposure, the "Race To Recycle Oil" program continues to shine. Our team expects that the "Race To Recycle Oil" program will serve as a unique model for others who chose to creatively deliver the message to recycle oil and oil filters.

Summary of Activities

Activity 1A: Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".

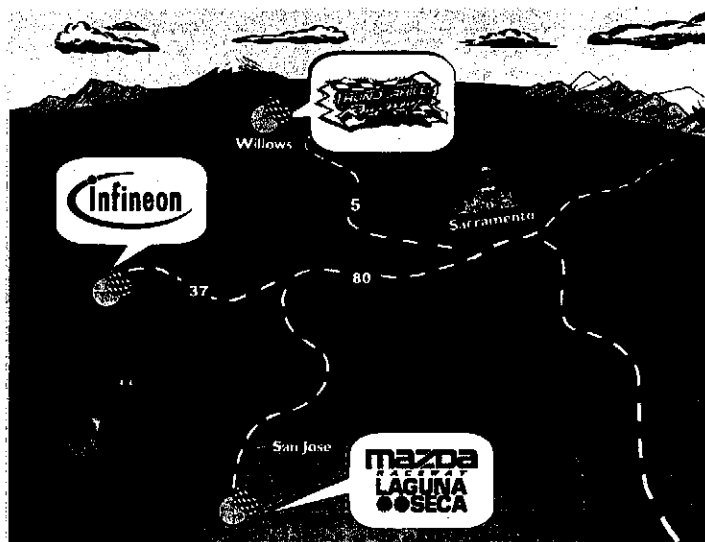
We succeeded in putting together the sponsorship title rights series for "Race To Recycle Oil." Each race event was at least two days long, and provided maximum exposure for the "Race To Recycle Oil" series. During the first day of the event, racers, crew, club members and spectators registered at the registration booth. The SCCA rules were disbursed, the "Race To Recycle Oil" deliverables (such as patches and bumper stickers) were provided to the racers, and the qualifying races began. Several SCCA "Race To Recycle Oil" banners were placed in high visibility areas around the track.

Fifty-seven Regional races were held during the term of the grant – three more than scheduled in the original grant proposal. Races were held in Northern California at Thunderhill Raceway in Willows, Laguna Seca Raceway near Monterey and Infineon Raceway near Napa. The regional map below shows the locations of the tracks.

For a list of races and dates, please see Activity 2F

SCCA officials such as David Vodden, Terry Taylor, SCCA Board Members and SCCA volunteers were at all events to coordinate the sponsorships, answer questions, distribute materials, etc. Throughout each race day, announcers delivered the "Race To Recycle Oil" message. These announcements provided up-to-date information to the racers, crew, club members and spectators regarding the "Race To Recycle Oil" sponsorship.

A typical "Race To Recycle Oil" race day drew as many as 3,400 people at Thunderhill Raceway. That's three times the average attendance of a non-sponsored race at the same track. Races at Infineon Raceway typically drew an attendance of about 11,000 people. Figures 1-5 on the following page show the demographics for the average sponsored event.

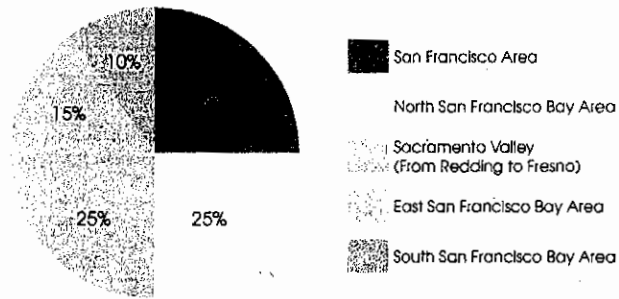


Activity 1B: Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.

The "Race To Recycle Oil" message, logo and the CIWMB used oil logo are included on all of the information that is addressed to the racers, crew and SCCA club members. The Title Rights name was also incorporated in the SCCA's San Francisco Regional calendar that is enclosed with this progress report. The calendars were disbursed to the racers throughout the race season via mail and on-site

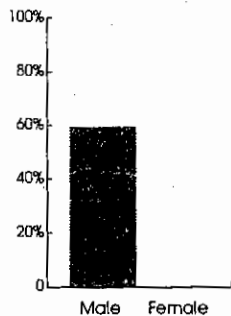
Participant Residency

Figure 1



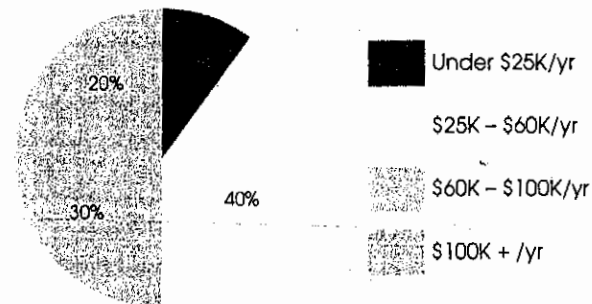
Participant Gender

Figure 2



Participant Income

Figure 3



Participant Age

Figure 4

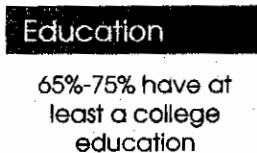
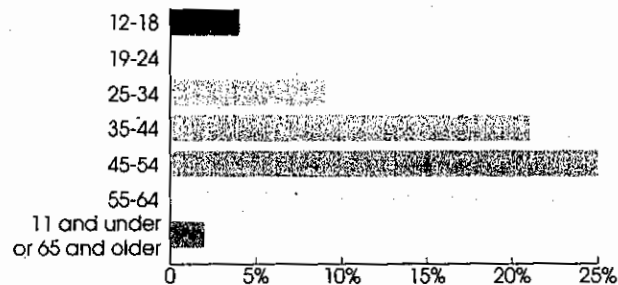


Figure 5



Activity 1C: Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases were faxed and distributed to various racing publications and media contacts. All pre-event press releases included the "Race To Recycle Oil" title and sponsorship message: "Recycle oil at the race track and at all certified centers." We also included the "Race To Recycle Oil" message in the SCCA's newspaper and The Wheel in the form of advertisements as well as articles describing the purpose of the road racing series. Examples are enclosed.

Activity 1D: Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, and premiums included the "Race To Recycle Oil" logo and slogan. A sampling of the stickers and patches produced under the previous "Race To Recycle Oil" grant are included in this report. Participant pins (samples included) as well as coffee cups displayed the message to recycle oil and were given to participants in the regional races. We have also included brochures and other premium items such as an apron in this report.

Activity 1E: "Race To Recycle Oil" logo and message on all banners displayed at the raceways.

The SCCA created "Race To Recycle Oil" banners and placed them in visible spots at racetracks, registration booths, SCCA booths, along the fence of the tracks, and surrounding the concession stands throughout the grant's term. We also created "Recycle Used Oil Filters" banners that were also displayed at racing events.

A total of ten banners were produced – each measuring 4' high by 6' long. The banners were transported and displayed at all race events. Even though the grant cycle has ended, the Sports Car Club of America will keep the banners displayed around racetracks as seen in picture A to the right.

Activity 1F: Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.

The "Race To Recycle Oil" campaign continued to garner free media coverage from publications such as Auto Friday throughout the cycle of the grant. The more races we held, the more quality coverage we received which in turn enhanced our public efforts. We also continued to include the "Race To Recycle Oil" message in the Sports Car Club of America's newspaper-The Wheel. We've enclosed examples in this report. Even though the term of this grant has expired, The Wheel will continue to provide up-to-date information pertaining to recycling used oil at the tracks.

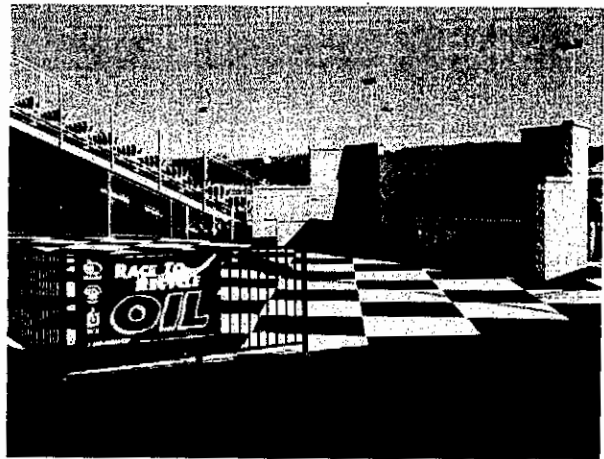
The recycling message was also included in event advertisements as shown in picture B to the right.

Activity 2A: Inclusion on the SCCA Website with current updates and links to CIWMB

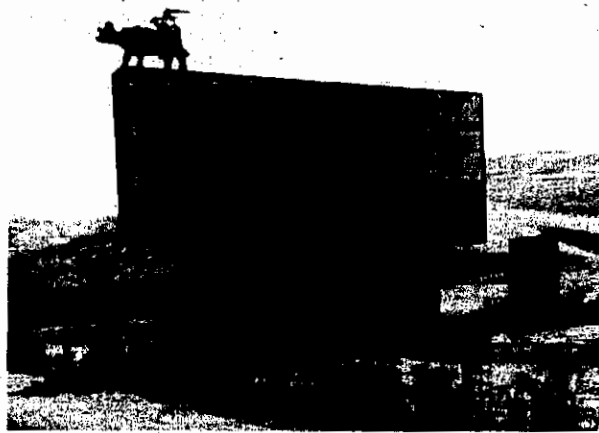
The website for the San Francisco Region of the SCCA included all the details for the "Race To Recycle Oil" series. The "Race To Recycle Oil" portion was updated continuously beginning in January, 1999. It can be accessed at:

<http://www.sfrscca.org/RaceToRecycle>

The website will continue to display the "Race To Recycle Oil" logo and current information about the race series. At the beginning of the grant period, the site averaged approximately 20,000 hits each day, but about half way through the grant's term, hits jumped to about 30,000 a day. The entire time, the website provided detailed information regarding the "Race To Recycle Oil" race series, schedules, information about the CIWMB, certified used oil collection centers, re-refined oil, used oil publications and much more. David Vodden will continue to oversee and work with the Webmaster to update the website with new information. We've enclosed a printout from the website's home page at the end of this report.



Picture A



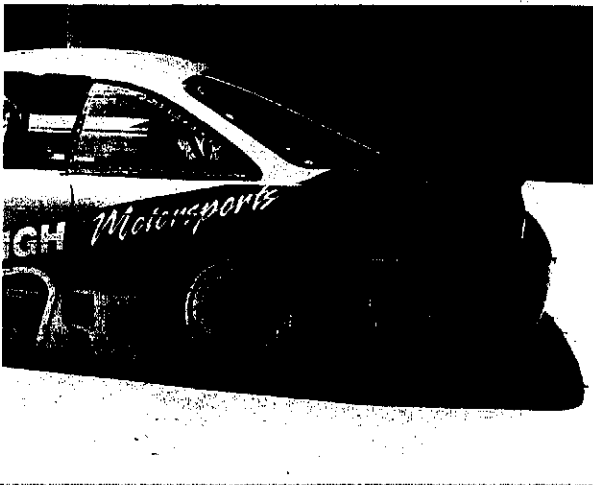
Picture B

Activity 2B: Provide bumper stickers on competing racecars with the used oil message.

The Sports Car Club of America distributed 5,500 bumper stickers to racers throughout the grant term. The stickers contained both the "Race To Recycle Oil" message as well as the "Recycle Used Oil Filters" logo. The racers and the spectators were not the only ones who saw the stickers' message either. As race cars were towed and driven to race events, a countless number of motorists received the message as well. A sample bumper sticker is enclosed with this progress report.



Picture C



Picture D

As shown in pictures C and D to the left, each racer was given three bumper stickers to place on their vehicle. A brief explanation of the race series was also given to racers and spectators as they received their stickers and emblems. The race series was also explained in detail throughout each monthly edition of *The Wheel*. The end of this report contains a picture of a car displaying the decal.

Activity 2C: Patches for participants' uniforms, including drivers.

Funding from the previous grant provided 1,600 patches with the "Race To Recycle Oil" slogan as well as 1,500 patches with the CIWMB logo and the "RECYCLE USED OIL" message. Drivers and crew members were required to affix the patches to their uniform to participate in the "Race To Recycle Oil" series during both grant terms. Participants were willing and excited to comply.

Activity 2D: "Race To Recycle Oil" inclusion on all television and/or event coverage.

Press releases were distributed to various publications and news departments. The press release was intended to promote the "Race To Recycle Oil" series and bring media to the race events. It worked. News outlets such as KRCR-TV, KHSL-TV, KNVN-TV, National Speed Sport News, Racing Wheels, The Loud Pedal, and others covered the events.

Activity 2E: On-site promotion of used oil and used oil filter recycling at all racing events.

Announcements about the "Race To Recycle Oil" series were provided throughout the race event day over loudspeakers.

These announcements provided information about the series to

more than 3,000 racers, crew, volunteers and spectators at each event. The slogan and message were constantly broadcast to promote the importance of recycling used oil at all certified centers at the track and at home. If racers had questions, they were directed to the SCCA/ "Race To Recycle Oil" information booth.

In addition, participants could stop by the "Race To Recycle Oil" booth and learn that all SCCA service vehicles used around the track operated on refined oil. A total of 240 quarts were used each year.

During the grant period, all participants became more and more aware about oil and filter recycling opportunities at the track. The "Race To Recycle Oil" logo could always be seen on banners, stickers, patches and throughout The Wheel. This constant reinforcement created an impressionable visual reminder that recycling used oil is the right thing to do.

To capitalize on the interest created by the messages, the SCCA established centers at each track for recycling used oil. Thunderhill Park, for example, now has a state-certified used oil recycling center which recycles several hundred gallons of used oil each year. Other raceways recycle more. Below is a chart documenting the additional number gallons that were recycled as more people became aware of the "Race To Recycle Oil" message.

	Thunderhill	Laguna Seca	Infineon
Average number of gallons collected each year since RTRO site established	860	7,000 (about 1000/mo. during racing season)	11,000
Average number of gallons collected each year before RTRO site established	0	2,000	N/A

Activity 2F:

- 20 "Race To Recycle Oil" sponsorship race event days at Infineon Raceway
- 14 "Race To Recycle Oil" sponsorship race event days at Laguna Seca Raceway
- 20 "Race To Recycle Oil" sponsorship race event days at Thunderhill Raceway

SCCA personnel were constantly available during all racing events to disseminate information about the "Race To Recycle Oil" program. They handed out promotional items and informational flyers, as well as made announcements regarding used oil and filter recycling locations and more.

Announcements were made on a consistent basis throughout events to inform the audience, race drivers and the pit crews about the "Race To Recycle Oil" program. Banners were also prominently displayed around the race areas to promote this program.

Races run during the term of the grant included:

- Regional Season Opener at Sears Point, March 31-April 1, 2001
- Regional at Thunderhill, April 21-22, 2001
- Regional at Laguna Seca, May 5-6, 2001
- Double Regional at Laguna Seca, June 8-10, 2001
- Regional at Sears Point, July 7-8, 2001
- Regional/National at Laguna Seca, July 13-15, 2001
- Regional at Thunderhill, August 4-5, 2001
- Regional/National at Sears Point, August 24-26, 2001
- Regional at Thunderhill, September 22-23, 2001
- Season Point Final at Sears Point, October 6-7, 2001
- PCRRRC Championship & Endurance Race at Thunderhill, October 26-28, 2001
- Regional Season Opener at Thunderhill, April 6-7, 2002
- Regional at Laguna Seca, April 27-28, 2002
- Memorial Day Double Regional at Thunderhill, May 25-27, 2002
- Monterey Bay Double Regional at Laguna Seca, June 28-30, 2002
- Regional Championship Road Races at Infineon, July 6-7, 2002
- Summer National at Infineon, July 19-21, 2002
- Regional/National at Laguna Seca, August 2-4, 2002
- Regional at Infineon, August 24-25, 2002
- Regional at Thunderhill, September 14-15, 2002
- Regional at Sears Point, October 5-6, 2002
- Regional at Thunderhill, November 8-10, 2002
- Season Opener/Regional at Infineon, April 5-6, 2003
- Regional at Laguna Seca, April 26-27, 2003

Activity 3A: Design brochure/flyer for the "Race To Recycle Oil" program.

A brochure describing the "Race To Recycle Oil" program was written, designed, approved, printed on recycled paper, and made available to the public. You can find a sample brochure enclosed with this report.

The brochure text included a description of the program, funding sources, significant information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. Also included in this brochure was a survey designed to ascertain the level of knowledge about this program. The purpose of the survey was to track outreach efforts. The survey was printed on a perforated postcard that allowed the public to tear it off, fill it out, and mail it to a data collection site.

A total of 10,000 brochures were printed and distributed during the grant period. (Please see Activity 7C for survey information.)

Activity 3B: Set up/staff tabletop display or booth at all racing events.

The SCCA booth was set up at all racing events. The booth area included two 10'x10' tents with tables set up under the tents. This booth attracted between 1,000-5,000 racers and spectators at each race event depending on the venue. This booth also served as one of the distribution sites for the "Race To Recycle Oil" deliverables.

An EZ-Up 10' x 10' portable tent was produced under the previous grant. The EZ-Up tent has a black canopy with the "Race To Recycle Oil" and CIWMB oil logo printed on four sides in three colors. The tent's framework also includes a connected, hanging backdrop with the "Race To Recycle Oil" imprinted logo. It was easy for racers, crew and spectators to see and use the tent at every event. As seen in picture E to the right, it became a highly visible and utilized part of the "Race To Recycle Oil" campaign.



Picture E

The SCCA produced a portable educational display. This display educated viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. The display was completed prior to the start of the 2002 race season. Reaction to the display at various race events was very positive.

The displays were not only seen at racing events. The SCCA brought the "Race To Recycle Oil" message into communities through local events. Picture F to the right shows the display at a Radiothon for St. Jude's Hospital in Chico. More than 10,000 people attended the event and received the recycling message.

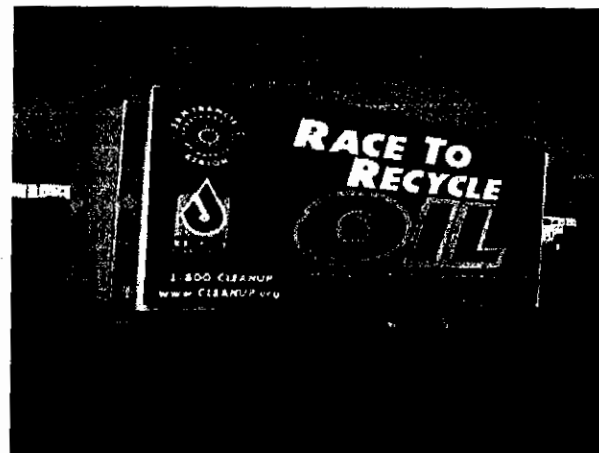


Picture F

Toward the end of this grant term, the SCCA purchased a kiosk that also helps spread the recycling message outside of the racing community. The kiosk shows the "Race To Recycle Oil" title rights sponsorship on three sides and is displayed in color. The permanent display acts as a portable billboard that drivers see as it passes from race event to race event. Its impact is incalculable. It also creates a centralized storage space for educational and promotional items that will be provided to the public. Once the kiosk arrives at a racing event, it's sides open and it acts as a ready-made booth that can be set up at the most visible and convenient location. Even after the grant term ends, the kiosk will be brought to SCCA races and used to educate racers and race fans about recycling used oil and filters. Picture G to the right, shows the kiosk (additional signage not shown).

Activity 3C: Distribute State and/or local educational materials and premiums at all events.

Local governments provided much assistance to help gather used oil educational materials. Distribution of these educational materials occurred at the "Race To Recycle Oil" tent. Informational brochures answered questions for racers, crew members, and spectators about where they can recycle used motor oil. Continuous announcements during race days also reminded people to visit the tents for more information.



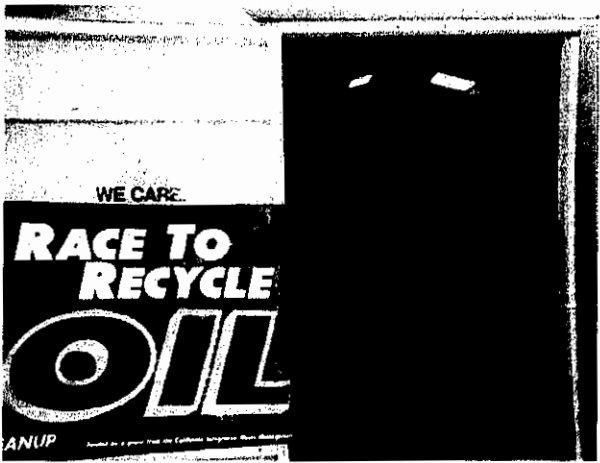
Picture G



Picture H

Activity 3D: Encourage and advance the use of on-site used oil recycling facilities and encourage the use of re-refined oil in race vehicles.

When at the tracks, racers, participants, and spectators received constant reminders that recycling used oil is important, easy and convenient. Banners, bumper stickers, emblems and utility stickers provided visual re-enforcements with the "Race To Recycle Oil" logo. The used oil recycling facilities at each racetrack are now recovering hundreds and thousands gallons of used motor oil each year. (Please see activity 2E.) SCCA workers and volunteers promoted these recycling facilities and answered questions at the SCCA tent. They also informed people that all SCCA vehicles operated on re-refined oil. Throughout the race event, announcements reminded racers about the "Race To Recycle Oil" series and details about the used oil recycling message. Pictures H and I show how the program and the recycling centers both received maximum exposure when they were located together.



Picture I

Activity 4A: VIP hosting of State and local agencies during selected race events.

This activity has been replaced with a Video News Release.

The video news release allowed for viewers to gain access to the "Race To Recycle Oil" program. Because it was hosted by Dave Bender and presented in an engaging documentary-style format, the video highlighted the distinct elements of "Race To Recycle Oil." Viewers saw the grassroots efforts made by SCCA members in which they interacted with members of the community to discuss proper disposal and recycling of used oil and filters. The video also showed how high-profile race venues have made an effort to reduce the environmental impact of car racing. Plus, it showed the work of the "Race To Recycle Oil" campaign on race day, and more.

This video provided access to a larger audience for the "Race To Recycle Oil" message. Tapes were distributed for broadcast to local television and cable stations statewide as well as SpeedVision, ESPN, CNN Sports, PBS, and racingone.com. The video was also distributed electronically to television and radio stations throughout the state via satellite and direct landline feeds. Media relations personnel contacted news producers at these stations to solicit coverage before the feeds. The video and audio were then conveniently sent directly to producers so they could decide to broadcast the "Race To Recycle Oil" message. A copy of the video accompanies this report.

Activity 4B: Access for State, Counties and Cities personnel and VIP's to promote used oil and used oil filter recycling.

State, county, and city employees as well as VIPs had access to SCCA motor sports events throughout the term of the grant. Personnel who wished to attend first signed in at the track gate. Participants then had access to the parking area and race event. Registration at the main SCCA checkpoint was required. Members of the SCCA signed in at the registration area, received their weekend pass, and signed the release waiver to qualify for SCCA insurance. The SCCA did not charge an admission to these race events.

Activity 4C: Provide access for State, Counties, and Cities to promote used oil and oil filter recycling - an information exchange area to set up exhibits and giveaways promoting their programs.

As part of an effort to include local jurisdictions in the regional "Race To Recycle Oil" campaign, participants from local used oil programs were invited to take part in events. The "Race To Recycle Oil" booth provided a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and their personnel were welcome to staff the booth with SCCA as well. They were encouraged to talk about specific local programs and concerns with those who visited.

As part of the overall "Race to Recycle Oil" program, state and local jurisdiction's recycling officials were also invited to participate in a Local Government day at the races. During the last grant term, hospitality tents were set up and as many as a dozen officials typically attended the events. We attempted to continue the Government days during this grant term, but not enough people expressed an interest.

Activity 5A: Inclusion of "Race To Recycle Oil" message on all premium items.

Racing suits and racing gear were embellished with the "Race To Recycle Oil" patches. Every racer was required to put the patches on their suits. This promoted high visibility for the recycling series. The "Race To Recycle Oil" design was also incorporated on event t-shirts.

T-shirts with designs as the one shown above were worn by racers, crew members, families and friends at the events. Based on the high visibility of the racers and the number of the spectators, we estimate each of these t-shirts has the potential to make an impression on about 10,000 people even today. In addition, we estimate an equal or greater number of people also received the t-shirt message outside of the racing venues.

Also, nearly 150 coffee mugs, 1500 key chains and 1500 oil rags were produced with the "Race To Recycle Oil" message. These items were all distributed at racing events. The key chains and rags were made from recycled content and samples of both are included with this report.



Activity 5B: Production of race series t-shirts, hats, visors and other giveaway items.

Displaying "Race To Recycle Oil" t-shirts, hats, visors and other items became very popular for those attending the racing events. Not only did these items prominently show the "Race To Recycle Oil" message, they present an excellent opportunity to make lasting, consistent impressions over time. The fans, racers and others who attend these races wore the apparel items on a weekly basis. Not only was the "Race To Recycle Oil" message prominently displayed, so was 1-800-CLEANUP and the SCCA website.

Activity 5C: Special "Race To Recycle Oil"/ Re-refined oil race Event.

This Activity has been replaced with a Video News Release. (See Activity 4A)

Activity 6A: Sponsorship of year-end banquets in 2001 and 2002.

The yearly banquets for SCCA members provided an excellent, high profile opportunity to promote the "Race To Recycle Oil" series. The events were held in the beginning of each year at the San Ramon Marriot in San Ramon. Awards were given to highlight those who participated in the "Race To Recycle Oil" program. The SCCA also disseminated additional information about the campaign.

Activity 6B: Sponsor banners in ballroom.

The SCCA displayed the "Race To Recycle Oil" banners at its year-end banquets. This re-enforced the importance of the "Race To Recycle Oil" series even when the emcee wasn't discussing the program.

Activity 6C: Sponsor promotional material distribution of "Race To Recycle Oil".

The SCCA incorporated its logo on all of the "Race To Recycle Oil" promotional materials. Whether distributing materials or information at track booths or through the mail, the SCCA guaranteed its members the "Race To Recycle Oil" mission is a worthy cause.

Activity 7A: CIWMB guests included in banquets and ceremonies.

As part of the effort to include CIWMB guests in the "Race To Recycle Oil" program, appropriate representatives were invited to attend banquets and ceremonies. Invitations were accepted for the 2000 and 2001 banquets, but representatives were not able to attend the 2002 ceremony.

Activity 7B: Print editorial / advertising as opportunities are presented.

Several in-depth articles about the "Race To Recycle Oil" series ran in the SCCA's newspaper, The Wheel, and Racing Wheels Newspaper. Ads were also placed in The Wheel to promote the Season Openers. Each ad and article promoted the environmental importance of recycling used oil at the racetrack. The Wheel continued to provide similar articles and information pertaining to recycling used oil throughout the term of the grant.

The SCCA "Race To Recycle Oil" program was also spotlighted in a 4-page article in the May 2002 edition of SportsCar magazine. The article (included for reference) includes a comprehensive description of "Race To Recycle Oil", its relationship with the CIWMB, and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

**Activity 7C: Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.
(See Activity 3A)**

10,000 SCCA informational brochures were printed on recycled paper and distributed to the target audiences (automotive enthusiasts, general public, etc.). (A sample survey is included for reference.) By including a survey in the brochures, we were able to gather pertinent information about the "Race To Recycle Oil" program. With this information, it was possible to assess and evaluate the campaign. Generally, the response has been overwhelming positive.

Activity 7D: Editorials / features in all media (print and broadcast) that covers the SCCA events.

The SCCA's newspaper, The Wheel published various entries on the "Race To Recycle Oil" series. Enclosed are copies of The Wheel that includes such examples. Please refer to descriptions in Activities 1F, 2D, and 4A as well.

"Race To Recycle Oil" was spotlighted in a 4-page article in the May, 2002 edition of SportsCar magazine. The article (included for reference) included a comprehensive description of the "Race To Recycle Oil" program, its relationship with the CIWMB, and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

GENERAL COMMENTS FROM SURVEYS

- "I think the sponsorship has raised the awareness to many to recycle."
- "Great program... should be used by all cities."
- "I'd like a couple of bumper stickers for my street touring car."
- "Thanks for a great year of racing! It raised awareness about recycling oil."
- "Great idea. Please continue."
- "It's a great way to talk to non-racers about recycling oil when they ask what it is."
- "Great! Everyone should be taught this!"
- "Good to see provisions at the tracks for competitors!"
- "I would like to get involved."
- "I'm glad to know about 1-800-CLEANUP - I didn't before!!"
- "Smart idea. Good way to get message to car guys who influence others."
- "Great promotional campaign. You can't miss the "Race To Recycle Oil message."
- "Good way to encourage the "shadetree" mechanics to do "like the racers do."
- "Great - Keep it up and we can keep oil out of landfills and sewers."
- "Race to recycle oil program has improved the pit and paddock areas greatly. Thanks!"

SURVEY RESULTS

Question 1:

- 65% of those who attend SCCA events recycle their own oil
- 48% only change their oil at home
- 2% only change their oil at the race track
- 4% change their oil at home and at the track
- 11% sometimes change their oil and sometimes pay someone else to change it
- 25% only change their oil at a "quick lube"
- 10% change their oil at a dealership or other type of auto shop

Question 2:

- 47% of those who recycle their own oil take it to a state certified recycling center (including race tracks)
- 35% of those who recycle their own oil use curbside collection services
- 9% of those who recycle their own oil take it to a hazardous waste collection center
- 9% of those who recycle their own oil use more than one responsible method to dispose of their used oil
- 0% of those who change their own oil admit to dumping it down a drain
- 21% of those who recycle their own oil take their used filters to a recycling center
- 18% of those who recycle their own oil use a curbside collection service to take their filters
- 6% of those who recycle their own oil take their used filters to hazardous waste collection centers
- 3% of those who recycle their own oil use more than one responsible method to dispose of their used filters
- 9% of those who change their own oil admit to throwing used filters into the garbage
- 43% of those who claimed to change their own oil did not specify what they do with their filters

Question 3:

PERCENTAGE OF PEOPLE REACHED WITH RTRO PROMOTIONS:

Track signage:	83%	Bumper Stickers:	48%
Booth:	31%	Patches:	56%
Brochure:	46%	<u>The Wheel</u> ads:	64%
PA Announcements:	58%		

Activity 7E: A series of display advertisements (12 in all) in each issue of The Wheel. Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.

The Wheel is the official publication of the SCCA in the San Francisco Region. It is mailed to SCCA members and subscribers monthly. Each issue of The Wheel is made up of more than 28 pages, 11"x 17" in size. During the term of the grant, the newspaper contained an abundance of SCCA race event dates, articles, stories, ads, and information surrounding the "Race To Recycle Oil" series. The campaign was promoted throughout the newspaper beginning October, 1998, and through the term of the grant. We have enclosed copies of The Wheel that shows just some of its references to the "Race To Recycle Oil" program.

In lieu of an SCCA print ad for the month of October, The Wheel inserted the "Race To Recycle Oil" informational brochure. About 3,000 readers received the information. The Wheel greatly assisted in disseminating the "Race To Recycle Oil" message and consequently increased the rate of return for surveys.

Progress Reports 1 –
4 for grant UNP4-00-
3310

SPORTS CAR CLUB OF AMERICA (SCCA)
"Race To Recycle Oil" Campaign
Contract #UNP4-00-3310

Progress Report #4

May 1, 2002 – October 31, 2002

The Sports Car Club of America's "Race To Recycle Oil" series was run with tremendous success during the third reporting period! The used oil and filter recycling message continues to receive incredible exposure from banners, decals, patches and information booths bearing the "Race To Recycle Oil" message.

Through positive, repetitive and creative exposure, the "Race To Recycle Oil" program continues to shine. Our team hopes that the "Race To Recycle Oil" program will serve as a unique model for others who chose to creatively deliver the message to recycle oil and oil filters!

Activity 1A: Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".

We have succeeded in putting together the sponsorship title rights series for "Race To Recycle Oil." Each race event was at least two days long, and provided maximum exposure for the "Race To Recycle Oil" series. During the first day of the event, racers, crew, club members and spectators registered at the registration booth. The SCCA rules were disbursed, the "Race To Recycle Oil" deliverables (such as patches and bumper stickers) were provided to the racers, and the qualifying races began. Several SCCA "Race To Recycle Oil" banners were placed in high visibility areas around the track.

Eight Regional races were held this season/grant period. Races were held in Northern California at Thunderhill in Willows, Laguna Seca near Monterey and Sears Point Raceway near Napa. SCCA officials such as David Vodden, Terry Taylor, SCCA Board Members and SCCA volunteers were at all events to coordinate the sponsorships, answer questions, distribute materials, etc. Throughout each race day, announcers delivered the "Race To Recycle Oil" message. These announcements provided up-to-date information to the racers, crew, club members and spectators regarding the "Race To Recycle Oil" sponsorship.

For a list of races and dates, please see Activity 2F.

Activity 1B: Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.

The "Race To Recycle Oil" message, logo and the CIWMB used oil logo are included on all of the information that is addressed to the racers, crew and SCCA club members. The Title Rights name is also incorporated in the SCCA's San Francisco Regional calendar that is enclosed in this progress report. The calendars continue to be disbursed to the racers for the race season via mail and on-site distribution. Calendars and schedules of events for specific race days were distributed before each race and throughout the 2002 race season.

Activity 1C: Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases are being faxed and distributed to various racing publications and media contacts. All pre-event press releases include the "Race To Recycle Oil" title and sponsorship message: "Recycle oil at the race track and at all certified centers." We're also including the "Race To Recycle Oil" message in the SCCA's newspaper and The Wheel in the form of advertisements as well as articles detailing the road racing series. The "Race To Recycle Oil" message and slogan will continue to be placed in upcoming press releases and media packets.

Activity 1D: Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, and premiums include the "Race To Recycle Oil" logo and slogan. A sampling of the stickers and patches produced under the original "Race To Recycle Oil" grant are included in this report. Participant pins (samples included in this progress report) display the message to recycle oil and are being given to participants in the regional races. We have also included premium items and brochures in this report.

Activity 1E: "Race To Recycle Oil" logo and message on all banners displayed at the raceways.

The "Race To Recycle Oil" banners are continually placed in visible spots at racetracks, registration booths, SCCA booths, along the fence of the tracks, and surrounding the concession stands. We have enclosed photographs at the end of this report which show the banners displayed around the racetrack. The banners will be transported regularly and displayed at all race events.

Activity 1F: Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.

The "Race To Recycle Oil" campaign continues to garner free media coverage through the cycle of the grant. As more races occur, the quality media coverage enhances our public efforts. We will also continue to include the "Race To Recycle Oil" message in the Sports Car Club of America's newspaper-The Wheel. We've enclosed an example in this report. The Wheel will continue to provide up-to-date information pertaining to recycling used oil at the track.

Activity 2A: Inclusion on the SCCA Web site with current updates and links to CIWMB

The web site for the San Francisco Region of the SCCA includes all the details for the "Race To Recycle Oil" series. The "Race To Recycle Oil" portion has been continually updated since January, 1999. It can be accessed at:

<http://www.sfrscca.org/RacetoRecycle>

The web site still displays the "Race To Recycle Oil" logo and current information about the race series. This site averages approximately 30,000 hits each day! It presently provides detailed information regarding the "Race To Recycle Oil" race series, schedules, information about the CIWMB, certified used oil collection centers, re-refined oil, used oil publications and much more. David Vodden will continue to oversee and work with the Webmaster to update the web site with new information. We've enclosed a printout from the web site's home page at the end of this report.

Activity 2B: Provide bumper stickers on competing racecars with the used oil message.

The Sports Car Club of America began to distribute bumper stickers to racers in the beginning of March. Each racer is given three bumper stickers to place on their vehicle. The SCCA continues to provide stickers for new racers and those who do not any displayed on their racecar. A brief explanation of the race series is given to each racer as the stickers and emblems are distributed to the participants. The race series is also explained in detail throughout each monthly edition of The Wheel. The end of this report contains a picture of a car displaying the decal.

Activity 2C: Patches for participants' uniforms, including drivers.

Patches from the original grant are still utilized by drivers. 1,600 patches have been made with the SCCA logo and the "Race To Recycle Oil" slogan. 1,500 patches have been made with the CIWMB logo and the message, "RECYCLE USED OIL." All drivers and their crew must affix the patches to their uniform to participate in the "Race To Recycle Oil" series. Participants are willing and even excited to comply.

Activity 2D: "Race To Recycle Oil" inclusion on all television and/or event coverage.

Press releases are distributed to various publications and news departments. The press release is intended to promote the "Race To Recycle Oil" series and bring media to the race events. It's worked. There will be an on-going push throughout the grant cycle to garner more media support to cover events during 2003.

Activity 2E: On-site promotion of used oil and used oil filter recycling at all racing events.

Announcements about the "Race To Recycle Oil" series are provided throughout the race event day over loud speakers. These announcements provide information about the series to over 3,000 racers, crew, volunteers and spectators. The slogan and message is constantly broadcast to promote the importance of recycling used oil at all certified centers, at the track and at home. If racers have questions, they are directed to the SCCA/ "Race To Recycle Oil" information booth.

Each track has a center for recycling used oil. Thunderhill Park has a state-certified used oil recycling center which recycles several hundred gallons of used oil each year. We are documenting the additional number gallons that are being recycled as more people become aware of the message. We will record this advancement in future progress reports.

Racers and crews are becoming more aware about recycling their oil at the track. The logo is found on banners, stickers, and patches, as well as throughout The Wheel. It has become extremely beneficial in spreading the used oil recycling message. The deliverables create an impressionable, visual reminder that recycling used oil is the right thing to do. The SCCA members and drivers are enthusiastic about the "Race To Recycle Oil" sponsorship and their involvement with the Waste Board's educational program.

Activity 2F:

20 "Race To Recycle Oil" sponsorship race event days at Sears Point Raceway

14 "Race To Recycle Oil" sponsorship race event days at Laguna Seca Raceway

20 "Race To Recycle Oil" sponsorship race event days at Thunderhill Raceway

Race event sponsorships are underway for this grant cycle. SCCA personnel are constantly available during events to disseminate information about the "Race To Recycle Oil" program. They are handing out promotional items, information flyers, making announcements regarding used oil and filter recycling locations, and more.

Announcements are made on a consistent basis throughout events to inform the audience, race drivers and the pit crews about the "Race To Recycle Oil" program. Banners are prominently displayed around the race areas to promote this program.

Races run so far include:

- Memorial Day Double Regional at Thunderhill Raceway, May 25-27
- Monterey Bay Double Regional at Laguna Seca Raceway, June 28-29
- Championship Road Races Regional at Infineon Raceway, July 6-7
- Summer National at Infineon Raceway, July 19-21
- Regional/National at Laguna Seca Raceway, August 2-4
- Regional at Infineon Raceway, August 24-25
- Regional at Thunderhill Raceway, September 14-15
- Regional at Sears Point Raceway, October 5-6

Activity 3A: Design brochure/flyer for the "Race To Recycle Oil" program.

A brochure describing the "Race To Recycle Oil" program has been written and designed. After the SCCA and CIWMB gave their approval, it was printed and made available to the public. You can find a sample brochure enclosed with this report.

The brochure text includes a description of the program, funding sources, significant information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. Also included in this brochure is a survey designed to ascertain the level of knowledge about this program. The purpose of the survey is to track outreach efforts. The survey is printed on a

perforated postcard that allows the public to tear it off, fill it out, and mail it to a data collection site.

A total of 10,000 brochures have been printed. Approximately 5,000 brochures are distributed each race season. So far, 1,000 brochures have been distributed this season. Please see Activity 7C for survey information.

Activity 3B: Set up/staff tabletop display or booth at all racing events.

The SCCA booth is set up at all racing events. The booth area includes two 10'x10' tents with tables set up under the tents. SCCA tee-shirts, sweatshirts, and polo shirts are on display and for sale. This booth attracts between 1,000-5,000 racers and spectators at each race event depending on the venue. This booth also serves as one of the distribution sites for the "Race To Recycle Oil" deliverables.

An EZ-Up 10' x 10' portable tent was produced under the previous grant. The EZ-Up tent has a black canopy with the "Race To Recycle Oil" and CIWMB oil logo printed on four sides in three colors. The tent's framework also includes a connected, hanging backdrop with the "Race To Recycle Oil" imprinted logo. It is easy for racers, crew and spectators to see and use the tent at every event. It has become a highly visible part of the "Race To Recycle Oil" campaign.

For this grant phase, the SCCA has produced a portable educational display. This display educates viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. The display was completed prior to the start of the 2002 race season. Reaction to the display at various race events has been very positive. Photos of the display are attached.

Activity 3C: Distribute State and/or local educational materials and premiums at all events.

Local governments are providing much assistance to help gather used oil educational materials. Distribution of these educational materials occurs at the "Race To Recycle Oil" tent. These informational brochures answer questions for racers, crew, and spectators about where they can recycle used motor oil. Continuous announcements during race days also remind people to visit the tents for more information.

Activity 3D: Encourage and advance the use of on-site used oil recycling facilities and encourage the use of re-refined oil in race vehicles.

When at the tracks, racers, participants, and spectators receive constant reminders that recycling used oil is important, easy and convenient. Banners,

bumper stickers, emblems and utility stickers provide visual re-enforcement with the "Race To Recycle Oil" logo. The used oil recycling facilities at each racetrack currently recover hundreds and thousands gallons of used motor oil each year. (Please see activity 2E.) SCCA workers and volunteers promote these recycling facilities and answer questions at the SCCA tent. Throughout the race event, announcements remind racers about the "Race To Recycle Oil" series and details about the used oil recycling message. Photographs included in this progress report show how the program and the recycling centers both receive maximum exposure when located together.

Activity 4A: VIP hosting of State and local agencies during selected race events.

This activity has been replaced with a Video News Release.

The video effort will augment Activity Number 4A and 5C which call for special VIP gatherings at race events. The video will allow for any interested party to gain access to the "Race To Recycle Oil" program. Because it will be presented in an engaging documentary-style format, the video will highlight the distinct elements of "Race To Recycle Oil." Viewers will see the grassroots efforts made by SCCA members in which they interacted with members of the community to discuss proper disposal and recycling of used oil and filters. The video will also show how high-profile race venues have made an effort to reduce the environmental impact of car racing. It will show the work of the "Race To Recycle Oil" campaign on race day, and more.

This video will provide access to a larger audience for the "Race To Recycle Oil" message. The format will allow for free media solicitation at SpeedVision, ESPN, CNN Sports and local news stations. The video is written and in the production stage.

Activity 4B: Access for State, Counties and Cities personnel and VIP's to promote used oil and used oil filter recycling.

Currently, counties, cities, VIPs and the state have access to SCCA motor sports events. Personnel who wish to attend must first sign in at the track gate. Participants then have access to the parking area and race event. Registration at the main SCCA checkpoint is required. If you are a member of the SCCA you must sign in at the registration area, receive your weekend pass, and sign the release waiver to qualify for SCCA insurance. The SCCA does not charge an admission to the race events.

Activity 4C: Provide access for State, Counties, and Cities to promote used oil and oil filter recycling - an information exchange area to set up exhibits and giveaways promoting their programs.

As part of an effort to include local jurisdictions in the regional "Race To Recycle Oil" campaign, local used oil programs are always invited to participate in events. The "Race To Recycle Oil" booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and their personnel are welcome to staff the booth with SCCA. They are encouraged to talk about specific local programs and concerns with those who visit.

Activity 5A: Inclusion of "Race To Recycle Oil" message on all premium items.

(Please see Activity 2C)

Racing suits and racing gear are embellished with the "Race To Recycle Oil" patches. Every racer is required to put the patches on their suits. This promotes high visibility for the recycling series. The "Race To Recycle Oil" design is also incorporated on event t-shirts. These t-shirts are worn by racers, crew, families and friends at the events. Based on the high visibility of the racers, the concentration of the spectators, we estimate these t-shirts make an impression on about 10,000 people. In addition, we estimate an equal or greater number of people receive the tee-shirt message outside of the racing venue.

Activity 5B: Production of race series t-shirts, hats, visors and other giveaway items.

Displaying "Race To Recycle Oil" t-shirts, hats, visors and other items has become very popular for those attending the racing events. Not only do these items prominently show the "Race To Recycle Oil" message, they present an excellent opportunity to make lasting, consistent impressions over time. The fans, racers and others who attend these races wear the apparel items on a weekly basis. Not only is the "Race To Recycle Oil" message prominently displayed, so is 1-800-CLEANUP and the SCCA website (which promotes the CIWMB).

Activity 5C: Special "Race To Recycle Oil"/ Re-refined oil race Event.

This activity has been replaced with a Video News Release.

The video effort will augment Activity Number 4A and 5C which call for special VIP gatherings at race events. The video will allow for any interested party to

gain access to the "Race To Recycle Oil" program. Because it will be presented in an engaging documentary-style format, the video will highlight the distinct elements of "Race To Recycle Oil." Viewers will see the grassroots efforts made by SCCA members in which they interacted with members of the community to discuss proper disposal and recycling of used oil and filters. The video will also show how high-profile race venues have made an effort to reduce the environmental impact of car racing. It will show the work of the "Race To Recycle Oil" campaign on race day, and more.

This video will provide access to a larger audience for the "Race To Recycle Oil" message. The format will allow for free media solicitation at SpeedVision, ESPN, CNN Sports and local news stations. The video is written and in the production stage.

Activity 6A: Sponsorship of year-end banquets in 2002.

The yearly banquets for SCCA members provide an excellent, high profile opportunity to promote the "Race To Recycle Oil" series. Awards will be given to highlight those who have participated in the "Race To Recycle Oil" program. The SCCA will also disseminate additional information about the campaign. Dates for these events will be forthcoming.

Activity 6B: Sponsor banners in ballroom.

The SCCA displays the "Race To Recycle Oil" banners at its year-end banquets. This re-enforces the importance of the "Race To Recycle Oil" series even when the emcee isn't discussing the program. Dates for these events will be forthcoming.

Activity 6C: Sponsor promotional material distribution of "Race To Recycle Oil".

Activity 7A: CIWMB guests included in banquets and ceremonies.

As part of the effort to include CIWMB guests in the "Race To Recycle Oil" program, appropriate representatives will be invited to attend banquets and ceremonies. An effort has also been made to include CIWMB members in a VIP race event.

Activity 7B: Print editorial / advertising as opportunities are presented.

Several in-depth articles about the "Race To Recycle Oil" series have run in the SCCA's newspaper, The Wheel, and Racing Wheels Newspaper. Ads were also placed in The Wheel to promote the Season Opener at Sears Point. Each ad

and article has promoted the environmental importance of recycling used oil at the racetrack. The Wheel will continue to provide similar articles and information pertaining to recycling used oil.

The SCCA "Race To Recycle Oil" program was also spotlighted in a 4-page article in SportsCar magazine. The article (included for reference) includes a comprehensive description of "Race To Recycle Oil", its relationship with the CIWMB, and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

Activity 7C: Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.

(See Activity 3A)

By including a survey in informational brochures, we have been very effective in gathering pertinent information about the "Race To Recycle Oil" program. With this information, it is possible to assess and evaluate the campaign.

10,000 SCCA informational brochures have been printed and approximately 4,000 have been distributed to automotive enthusiasts. Several hundred surveys have already been filled out and returned. Generally, the response has been overwhelming positive.

The data and impressions extrapolated from these surveys will be presented in report form for the final report of the grant period.

Activity 7D: Editorials / features in all media (print and broadcast) that covers the SCCA events.

The SCCA's newspaper, The Wheel has published various articles, ads, and features on the "Race To Recycle Oil" series. Enclosed are copies of The Wheel that includes such articles. Please refer to descriptions in Activities 1F, 2A, 2D, and 4A. Editorials and features that are generated over the next several months will be included in future progress reports.

"Race To Recycle Oil" was spotlighted in a 4-page article in SportsCar magazine. The article (included for reference) includes a comprehensive description of the "Race To Recycle Oil" program, its relationship with the CIWMB, and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

Activity 7E: A series of display advertisements (12 in all) in each issue of The Wheel. Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.

The Wheel is the official publication of the SCCA in the San Francisco Region. It is mailed to SCCA members and subscribers monthly. Each issue of The Wheel is made up of more than 28 pages, 11"x 17" in size. The newspaper contains an abundance of SCCA race event dates, articles, stories, ads, and information surrounding the "Race To Recycle Oil" series. The campaign has been promoted throughout the newspaper since October, 1998. We have enclosed a copy of The Wheel that shows just some of its references to the "Race To Recycle Oil" program.

In lieu of an SCCA print ad for the month of October, The Wheel inserted the SCCA RTRO informational brochure. About 3,000 readers received the information. The Wheel greatly assisted in disseminating the "Race To Recycle Oil" message and consequently increased the rate of return for surveys.

**SPORTS CAR CLUB OF AMERICA (SCCA)
"RACE TO RECYCLE OIL" Campaign
Contract #UNP4-00-3310**

CF
6-18-02

Progress Report #3

November 1, 2001 – April 30, 2002

During the second reporting period for the Sports Car Club of America's Race to Recycle Oil series, a new race season has been run with tremendous success! The used oil and filter recycling message continues to get incredible exposure from banners, decals, patches and information booths bearing the Race to Recycle Oil message.

In addition, the SCCA Race to Recycle Oil was spotlighted in a 4-page article in SportsCar magazine. The article (included for reference) includes a comprehensive description of the Race to Recycle Oil, its relationship with the CIWMB and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

Through positive, repetitive and creative exposure, the Race to Recycle Oil program continues to shine. Our team hopes that the Race to Recycle Oil program will serve as a unique model for others to follow in the effort to creatively deliver the oil and filter recycling message!

Activity 1A: Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".

We have succeeded in putting together the sponsorship title rights series for "Race to Recycle Oil." The 2002 event schedule is enclosed for review. Each race event is at least two days, providing maximum exposure for the "Race to Recycle Oil" series. During the first day of the event racers, crew, club members and spectators register at the registration booth. The SCCA rules are disbursed, the "Race to Recycle Oil" deliverables such as patches and bumper stickers are provided to the racers, and the qualifying races begin. Several SCCA Race to Recycle Oil banners are placed in high visibility areas around the track.

Two Regional races have been held so far this season/grant period. Races were held in Northern California at Thunderhill in Willows and Laguna Seca near Monterey. SCCA officials such as David Vodden, Terry Taylor, SCCA Board

Members and SCCA volunteers were at both events to coordinate the sponsorships, answer questions, distribute materials, etc. Each race day, throughout the day, "Race to Recycle Oil" announcements were made by the race announcers. These announcements provide up-to-date information to the racers, crew, club members and spectators regarding the "Race to Recycle Oil" sponsorship.

For a complete list of races and dates, please see Activity 2F.

Activity 1B: Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.

The road racing series event schedule for 2002 is on-going. The "Race to Recycle Oil" message, logo and the CIWMB used oil logo are included on all of the information that is addressed to the racers, crew and SCCA club members. The Title Rights name is also incorporated in the SCCA San Francisco Region calendar that is enclosed in this progress report. The calendars continue to be disbursed to the racers for the race season via mail and on-site distribution. Calendars and schedule of events for the specific race day will also be distributed before each race and throughout the 2002 race season.

Activity 1C: Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases were faxed and distributed to various racing publications and media contacts. All pre-event press releases include the "Race to Recycle Oil" title and sponsorship message: "Recycle oil at the race track and at all certified centers." So far, we have included the "Race to Recycle Oil" message in the SCCA's newspaper, The Wheel as advertisements as well as articles detailing the road racing series. The "Race to Recycle Oil" message and slogan will be placed in upcoming press releases and media packets.

Activity 1D: Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, and premiums produced to date include the "Race to Recycle Oil" logo and slogan. A sampling of the emblems and patches produced under the original Race to Recycle Oil grant are included in this report. Participant pins (samples included in this progress report) display the recycle oil message and are given to participants in the regional races. In addition, premium items and brochures created are enclosed.

Activity 1E: "Race To Recycle Oil" logo and message on all banners displayed at the raceways.

Banners were unveiled at the April 6-7, 2002 Regional Series Season Opener at Thunderhill Park. The banners at all events are placed in highly visible tent and track areas, including the SCCA booth. Eight banners were produced and measure 4' high by 6' long. The banners are continually placed in visible spots at the racetracks; the registration booth, SCCA booth, along the fence of the track, and surrounding the concession stands. Enclosed are photographs that show the banners displayed around the racetrack. The banners will regularly be transported and displayed at all upcoming race events.

Activity 1F: Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.

Free media is an on-going activity that is being conducted throughout the grant cycle. As the races occur, we receive some media coverage, intensifying our public efforts. We will continue to include the "Race to Recycle Oil" message in all of the articles that appear in the Sports Car Club of America's newspaper-The Wheel. Enclosed are articles that were published in The Wheel depicting the "Race to Recycle Oil" sponsorship race series. The Wheel will be an ongoing source to provide up to date information pertaining to recycling used oil at the track.

The SCCA Race to Recycle Oil was spotlighted in a 4-page article in SportsCar magazine. The article (included for reference) includes a comprehensive description of the Race to Recycle Oil, its relationship with the CIWMB and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional news stand sales at Barnes & Nobles, Crown and other magazine and book retailers.

Activity 2A: Inclusion on the SCCA Web site with current updates and links to CIWMB

The web site for the San Francisco Region of the SCCA includes all the details of the Race to Recycle Oil series. The Race to Recycle Oil portion has been continually updated since January 1999. It can be accessed at:

The web site displays the "Race to Recycle Oil" logo and current information about the race series. This site averages approximately 30,000 hits per day. It presently provides detailed information regarding the "Race to Recycle Oil" race series, schedules, information about the CIWMB, certified used oil collection centers, re-refined oil, used oil publications and much more. David Vodden will continue to oversee and work with the webmaster updating the web site with new information. Enclosed in this progress report is a printout from the web site home page.

Activity 2B: Provide bumper stickers on competing race cars with the used oil message.

A re-print of 5,000 bumper stickers/decals were produced in March of 2001, providing adequate supplies for the duration of the grant. A bumper sticker is enclosed with this progress report. The "Recycle Used Oil Filters" logo was added to enhance the Race to Recycle Oil message. Bumper stickers were distributed to the racers beginning in early March and were handed out to racers and placed on their race vehicles at the Season Opener, at Thunderhill on April 6th and 7th.

Each racer is given three bumper stickers to be placed on their vehicles. A brief explanation of the race series is given to each racer as the stickers and emblems are distributed to the participants. The race series is also explained in detail throughout each monthly edition of The Wheel. Enclosed in this progress report are pictures highlighting the race events and cars displaying the decals.

Activity 2C: Patches for participants' uniforms, including drivers.

Patches from the original grant are still utilized by drivers. 1,600 patches reading-SCCA, RACE TO RECYCLE OIL and 1,500 patches reading-RECYCLE USED OIL and the CIWMB oil logo were produced. All drivers competing in the "Race to Recycle Oil" series along with the participating crew are required to affix the patches to their uniforms. The drivers are very pleased to place the patches on their uniforms.

Activity 2D: "Race to Recycle Oil" inclusion on all television and/or event coverage.

Press releases were distributed to various publications and news departments. The press release is intended to promote the "Race to Recycle Oil" series and bring media to the race events. There will be an on-going push throughout the grant cycle to garner media support for the coverage of the events during 2002.

Activity 2E: On-site promotion of used oil and used oil filter recycling at all racing events.

Announcements about the Race to Recycle Oil series are provided throughout the race event day over loud speakers. These announcements provide information about the series to over 3,000 racers, crew, volunteers and spectators. The slogan and message is broadcast to promote the importance of recycling used oil at all certified centers, at the track and at home. This message is constantly announced during the race events. If racers have questions, they are directed to the SCCA/ "Race to Recycle Oil" information booth.

Each track has a center for recycling used oil. Thunderhill Park has a state-certified used oil recycling center which annually recycles several hundred gallons of used oil. As the awareness of the message "recycle used oil at the track" intensifies, we will document the additional gallons recycled and record this advancement in future progress reports.

Racers and crew members are becoming more aware about recycling their oil at the track. The logo is found on banners, stickers, patches and throughout The Wheel, and is extremely beneficial in spreading the used oil recycling message. The deliverables create an impressionable, visual reminder that recycling used oil is the right thing to do. The SCCA members and drivers are enthusiastic about the Race to Recycle Oil sponsorship and their involvement with the Waste Board's educational program.

Activity 2F:

20 "Race to Recycle Oil" sponsorship race event days at Sears Point Raceway

14 "Race to Recycle Oil" sponsorship race event days at Laguna Seca Raceway

20 "Race to Recycle Oil" sponsorship race event days at Thunderhill Raceway

Race event sponsorships are underway for this grant cycle. SCCA personnel are constantly available during events to disseminate information about the Race to Recycle Oil program, hand out promotional items, information flyers, make announcements regarding used oil and filter recycling locations, and more.

Announcements are made on a consistent basis throughout events to inform the audience, race drivers and the pit crews about the Race to Recycle Oil program. Banners are prominently displayed around the race areas to promote this program.

Races run so far include:

- SFR 49th Annual Regional Season Opener at Thunderhill, April 6th & 7th.
- Regional at Laguna Seca, April 27th & 28th.

Activity 3A: Design brochure/flyer for the "Race To Recycle Oil" program.

A brochure describing the Race to Recycle Oil program was written, designed and printed after approval by SCCA and the CIWMB. A sample of this brochure is enclosed with this report.

The brochure text includes a description of the program, funding sources, significant information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. Also included in this brochure is a survey designed to ascertain the level of knowledge about this program to track outreach efforts. The survey is printed on a perforated postcard, allowing survey takers to mail the card in and data to be collected.

- ✓ A total of 10,000 brochures have been printed. This allows for distribution of approximately 5,000 brochures per race season. So far, 1,000 brochures have been distributed this season. Please see Activity 7C for survey information.

Activity 3B: Set up/staff tabletop display or booth at all racing events.

The SCCA booth is set up at all racing events. The booth area includes two 10'x10' tents with tables set up under the tents. SCCA tee-shirts, sweatshirts, and polo shirts are on display and for sale. This booth attracts between 1,000-5,000 racers and spectators at each race event depending on the venue. This booth is also serving as one of the distribution sites for the "Race to Recycle Oil" deliverables.

An EZ-Up 10' x 10' portable tent was produced under the previous grant. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB oil logo screenprinted on four sides in three colors. The tent's framework also includes a connected, hanging backdrop with the "Race to Recycle Oil" imprinted logo. This tent is easily seen and utilized by racers, crew members and spectators at all events and has become a highly visible part of the "Race to Recycle Oil" campaign.

For this grant phase, the SCCA has produced a portable educational display. This display educates viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. The display was completed prior to the start of the 2002 race

season. Reaction to the display at various race events has been very positive. Photos of the display are attached.

Activity 3C: Distribute State and/or local educational materials and premiums at all events.

Local government assistance regarding the gathering of existing used oil educational materials is very positive. Distribution of these educational materials occurs at the Race to Recycle Oil tent. These informational brochures serve to answer questions for racers, crew members and spectators about where in their city or county they can recycle their used motor oil. Announcements throughout the day at the race events also remind people to visit the tents for more information.

Activity 3D: Encourage and advance the use of on-site used oil recycling facilities and encourage the use of re-refined oil in race vehicles.

The "Race to Recycle Oil" logo on banners, bumperstickers, emblems and utility stickers at each race is a visible reminder to the racers, participants, and spectators that recycling used oil at the racetrack is important, easy and convenient. The used oil recycling facilities set up at each racetrack are currently recovering several hundred and several thousand gallons of used motor oil per year. (Please see activity 3A.) These recycling facilities are promoted by the SCCA workers and volunteers. Questions are being answered at the SCCA tent and SCCA volunteers remind people to recycle their used motor oil. Throughout the race event, announcements are made over the loudspeakers reminding racers about the Race to Recycle Oil event series and the particulars of the used oil recycling message. Photographs included in this progress report show the tent set up near the oil recycling center at the racetrack for maximum exposure.

Activity 4A: VIP hosting of State and local agencies during selected race events.

State and local agencies are encouraged to attend the SCCA race events. A VIP event is tentatively scheduled for the early part of the 2002 race schedule. Representatives from the California Integrated Waste Management Board as well as local city and county agencies will be invited to attend the "Race to Recycle Oil" series special day. This will give the SCCA a chance to give an overview of the activities at Race to Recycle Oil race events.

*I thought
this was
cancelled?*

In addition, the three racetrack boundaries incorporate large regions that include many city and county areas. Participants and spectators drawn to the three tracks will most likely be from the following areas: Thunderhill Park-Glenn, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento counties; Sears Point-Napa, Marin,

San Francisco, Sonoma and Solano Counties, and Laguna Seca- Monterey, Santa Cruz, Salinas, Santa Clara Counties. Participants in the San Francisco Region of the SCCA come from a wide range of California cities. We will provide materials and information for those areas encompassing the racetracks as well as consistently refer others to the 1-800-CLEANUP campaign.

The SCCA wants to encourage participation from these localities, thus expanding the efforts in which the SCCA is currently engaged. Contacting the proper city and county coordinators will be our ensuing efforts. Exchanging ideas from each local level will broaden the perspective of oil recycling education.

We will also invite recycling coordinators who are interested in volunteering at the SCCA/Race to Recycle Oil booth and exchange public outreach information from the local perspective. Introducing various coordinators to the SCCA program will encourage a broad exchange of ideas in addition to our used oil recycling efforts.

Activity 4B: Access for State, Counties and Cities personnel and VIP's to promote used oil and used oil filter recycling.

Access to the SCCA motor sports events involves signing in at the track gate. Participants then have access into the parking area and into the race event. Registration at the main SCCA checkpoint is required. If you are a member of the SCCA you must sign in at the registration area, receive your weekend pass, and sign the release and waiver to qualify for SCCA insurance. The SCCA does not charge an admission to the race events.

Activity 4C: Provide access for State, Counties, and Cities to promote used oil and oil filter recycling - an information exchange area to set up exhibits and giveaways promoting their programs.

As part of an effort to include local jurisdictions in the regional Race to Recycle Oil, local used oil programs are always invited to participate in events. The Race to Recycle Oil booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and others are welcome to staff the booth with SCCA personnel to talk about specific local programs and concerns with those who visit the booth.

Activity 5A: Inclusion of "Race To Recycle Oil" message on all premium items.

(Please see Activity 2C)

Racing suits and racing gear are embellished with the "Race to Recycle Oil" patches. Every racer is required to put the patches on their suits. This promotes

high visibility for the recycling series. The "Race to Recycle Oil" design is also incorporated on the event tee-shirts. These tee-shirts are being worn by racers, crew, families and friends at the events. An estimated 10,000 impressions are made by this apparel and an equal or greater number of secondary and tertiary impressions when the apparel is worn outside the race environment. Photos are enclosed.

In the last grant period, artwork was produced and approved for SCCA RTRO key chains and SCCA RTRO oil rags. 1500 key chains and 1500 oil rags were produced in this grant period. Both of these items are made from recycled content. Samples of both items are included.

Activity 5B: Production of race series t-shirts, hats, visors and other giveaway items.

The use of race series t-shirts, hats, visors and other items has proven to be very popular with race attendees. Not only do these items prominently display the Race to Recycle Oil message, they present an excellent opportunity to make lasting, consistent impressions over time. The fans, racers and others who attend these races wear these apparel items on a weekly basis. Not only is the Race to Recycle Oil message prominently displayed, so is 1-800-CLEANUP and the SCCA website.

Activity 5C: Special "Race to Recycle Oil"/ Re-refined oil race Event

This event will heavily promote the use of re-refined oil in the race cars as well as personal vehicles. There are several cars in the series which routinely use re-refined oil that can be prominently displayed at the event. A date for this event as yet to be determined.

Activity 6A: Sponsorship of year-end banquets in 2002.

The yearly banquets for SCCA membership are an excellent opportunity to give a high-profile push to the Race to Recycle Oil series. Awards will be given highlighting participating in the Race to Recycle Oil series and information disseminated. Dates for these events will be forthcoming.

usually in January.

Activity 6B: Sponsor banners in ballroom.

Display of the Race to Recycle Oil banners at year-end SCCA banquets will again highlight the importance of the Race to Recycle Oil series. Dates for these events will be forthcoming.

Activity 6C: Sponsor promotional material distribution of "Race To Recycle Oil".

Activity 7A: CIWMB guests included in banquets and ceremonies.

As part of the effort to include CIWMB guests in the Race to Recycle Oil, appropriate representatives will be invited to attend banquets and ceremonies. An effort has been made at this time to include CIWMB members in a VIP race event. Thus far, a date may be scheduled for this event in Summer of 2002. A schedule of banquets and ceremonies will be forwarded to assist in scheduling these events.

Activity 7B: Print editorial / advertising as opportunities are presented.

Several in-depth articles were written defining the "Race to Recycle Oil" series and placed in the SCCA's newspaper, The Wheel, and Racing Wheels Newspaper. Ads were placed in The Wheel promoting the Season Opener at Sears Point on March 27. All have promoted the environmental message of recycling used oil at the racetrack.

Enclosed is The Wheel full of articles that were published depicting the "Race to Recycle Oil" sponsorship race series. The Wheel will be an ongoing source of timely articles and information pertaining to recycling used oil at the track.

The SCCA Race to Recycle Oil was spotlighted in a 4-page article in SportsCar magazine. The article (included for reference) includes a comprehensive description of the Race to Recycle Oil, its relationship with the CIWMB and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

Activity 7C: Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.

(See Activity 3A)

Inclusion of a survey instrument on the informational brochure has greatly assisted in gathering pertinent information to assess and evaluate the Race to Recycle Oil program.

With the printing of 10,000 SCCA informational brochures and the distribution of approximately 4,000, several hundred surveys have been filled out and returned. Generally, the response has been overwhelming positive.

The data and impressions extrapolated from these surveys will be presented in report form for the final report of the grant period ending November 2002.

Activity 7D: Editorials / features in all media (print and broadcast) that covers the SCCA events,

The SCCA's newspaper, The Wheel has published various articles, ads, and features on the "Race to Recycle Oil" series. Enclosed are copies of The Wheel that includes several articles. Please refer to descriptions in Activities 1F and 6B. Editorials and features that are generated over the next several months will be included in future progress reports.

The SCCA Race to Recycle Oil was spotlighted in a 4-page article in SportsCar magazine. The article (included for reference) includes a comprehensive description of the Race to Recycle Oil, its relationship with the CIWMB and several pages of full-color photos highlighting various program activities. SportsCar, SCCA's national magazine, has a paid subscription of 55,000 with additional newsstand sales at Barnes & Nobles, Crown and other magazine and book retailers.

Activity 7E: A series of display advertisements (12 in all) in each issue of The Wheel. Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.

The Wheel is the official publication of the San Francisco Region of the SCCA. It is mailed to SCCA members and subscribers. The Wheel is produced monthly. The Wheel is made up of over 28 pages per issue on a 11"x 17" format. The newspaper is abundant with SCCA race event dates, articles, stories, ads, and information surrounding the SCCA-Race to Recycle Oil series. The "Race to Recycle Oil" series has been promoted throughout the newspaper since October, 1998. Enclosed are several articles, ads, and event schedules surrounding the "Race to Recycle Oil" series produced by The Wheel.

In lieu of an SCCA print ad for the month of October, The Wheel included as an insert the SCCA RTRO informational brochure. The distribution of approximately 3,000 of these brochures in this fashion assisted in disseminating valuable information and greatly increased the rate of return on the surveys.

Attachments

- SCCA RTRO Brochure with survey
- Photo of SCCA RTRO display
- Copy of article from "SportsCar"
- Cover, The Wheel
- SCCA RTRO display ad in The Wheel
- SFRSCCA web page (homepage)
- SFRSCCA 2002 Race Schedule

SPORTS CAR CLUB OF AMERICA

The SCCA is a 55,000-member non-profit organization involved in over 1,000 amateur and professional motor sports events each year.

With a boasting membership of over 4,000, SCCA's San Francisco Region operates low and high speed events throughout Northern California.

SCCA - San Francisco Region
C/O Ross-Campbell Inc.
P.O. BOX 163630
Sacramento, CA 95816

Safe handling of used oil and filters starts at home and in the race pits. Here are some tips:

- **ALWAYS** drain fluids into a drain pan and transfer to a sealable, plastic container.
- **NEVER** mix automotive fluids. Oil mixed with anything else is rendered un-recyclable and becomes a hazardous waste.
- **ALWAYS** clean up spills with kitty litter, sawdust or another absorbent material.
- **NEVER** hose down a work area if you've spilled. The runoff goes right from the storm drain directly to a river or ocean.
- **ALWAYS** recycle your used oil filters. Carefully drain the leftover used oil into a drain pan first, then seal the filter in a ziplock bag and take to your nearest recycling center.

For more information:

Sports Car Club of America - San Francisco Region
(530) 934-4455

www.sfrscca.org

Recycling Information:
1-800-CLEANUP

www.1800CLEANUP.org
www.ciwmmb.ca.gov

PLACE
STAMP
HERE

SCCA Northern California Race Program

Recycling Used Oil and Filters



RACE TO
RECYCLE



For more information, contact the California Integrated Waste Management Board.



The San Francisco Region Sports Car Club of America (SCCA), with a grant from the California Integrated Waste Management Board (CIWMB), has implemented an exciting race series dubbed "Race to

Recycle Oil." The series focuses attention on the need to properly recycle used oil and filters at racetracks and at home.

GETTING INVOLVED

The SCCA's members are involved in every aspect of maintaining their race cars. This includes the proper environmental management of automotive fluids, including used oil, oil filters (which can contain up to one quart of leftover oil), antifreeze, brake and transmission fluid.

RE-REFINED MOTOR OIL

Used motor oil has a tremendous benefit: it can be reused! Through a system similar to the initial refining of crude oil, used oil is returned to consumers through the re-refining process.

Oil just gets dirty, with only the detergents and other additives wearing out. The base oil does not break down, enabling it to be re-refined. The blender combines a new additive package with the re-refined base stock to create oil that is good-as-new.

Several large corporate and government fleets run re-refined oil, including: Frito-Lay, the United States Postal Service, the Cities and Counties of San Francisco and Los Angeles, and Coca-Cola. Racers on the SCCA and NASCAR circuit use re-refined oil, too!

RECYCLING CENTERS

A state-certified used oil recycling center is located at Thunderhill Raceway. Collection tanks are also available at Laguna Seca and Sears Point Raceways. These centers accept non-contaminated used oil and may accept used oil filters.

There are hundreds of other certified and non-certified used oil collection centers at gas stations, quick lubes, auto parts stores and car dealerships across California. Here are two ways to locate a center near you:

- Call: 1-800-CLEANUP — Punch in your zip code and follow the instructions to receive a list of centers near you.
- Click: www.1800CLEANUP.org — Search by zip code, city or county to get a list of centers near you.



TAKE OUR SURVEY, PLEASE!

In order to track our program and find out how to better reach out and serve you, please take a moment to fill out this survey and mail it back to us.

RACE TO RECYCLE OIL

Please take a minute to fill out this important survey.

1. How do you change your oil?

- ☐ Change oil myself at home
☐ Change oil myself at the track
☐ Take to a "quick lube"
☐ Other _____

2. If you change your own motor oil, what do you do with the used oil?

- ☐ Take to a state certified recycling center
☐ Use curbside oil collection
☐ Take to a hazardous waste collection center
☐ Dump down the drain
☐ Other: _____

What is done with the filter? _____

3. Which "Race to Recycle Oil" promotions have you seen/heard?

- | | |
|---|--|
| <input type="checkbox"/> Track signage | <input type="checkbox"/> Bumper stickers |
| <input type="checkbox"/> Booth | <input type="checkbox"/> Patches |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Wheel Ads |
| <input type="checkbox"/> PA announcements | |
| <input type="checkbox"/> Other _____ | |

3. General comments about the Race To Recycle Oil program:

4. Please send me more information about the Sports Car Club of America:

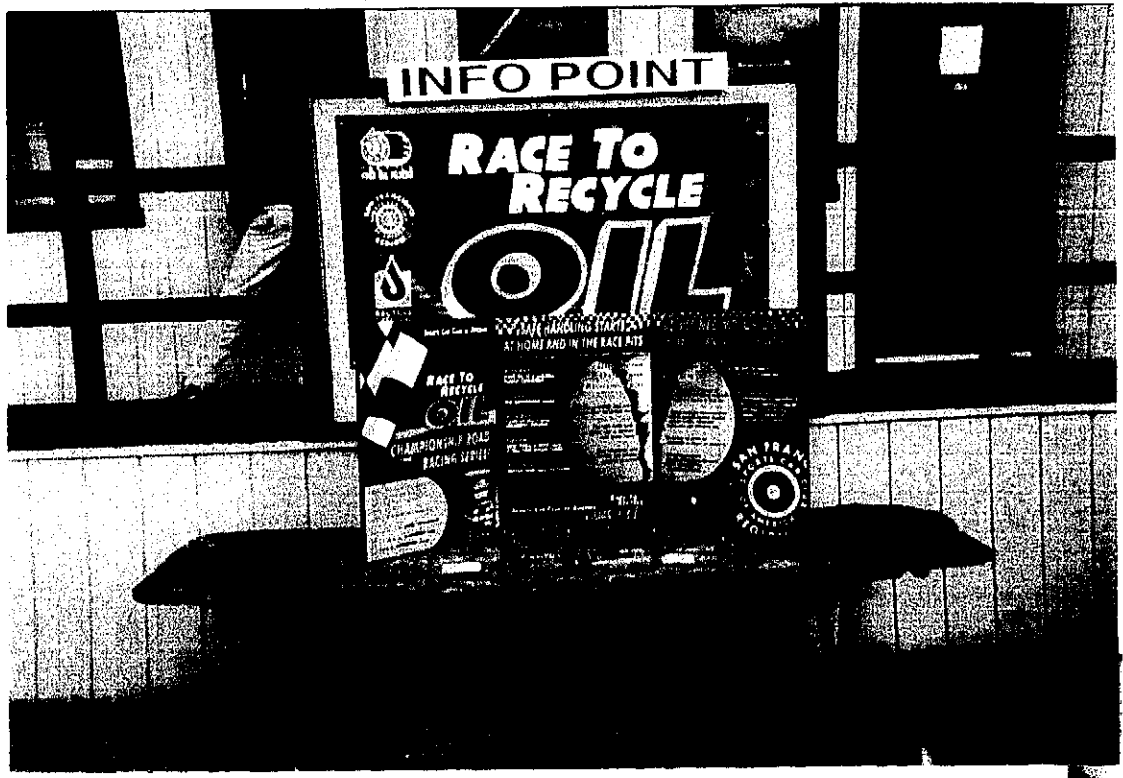
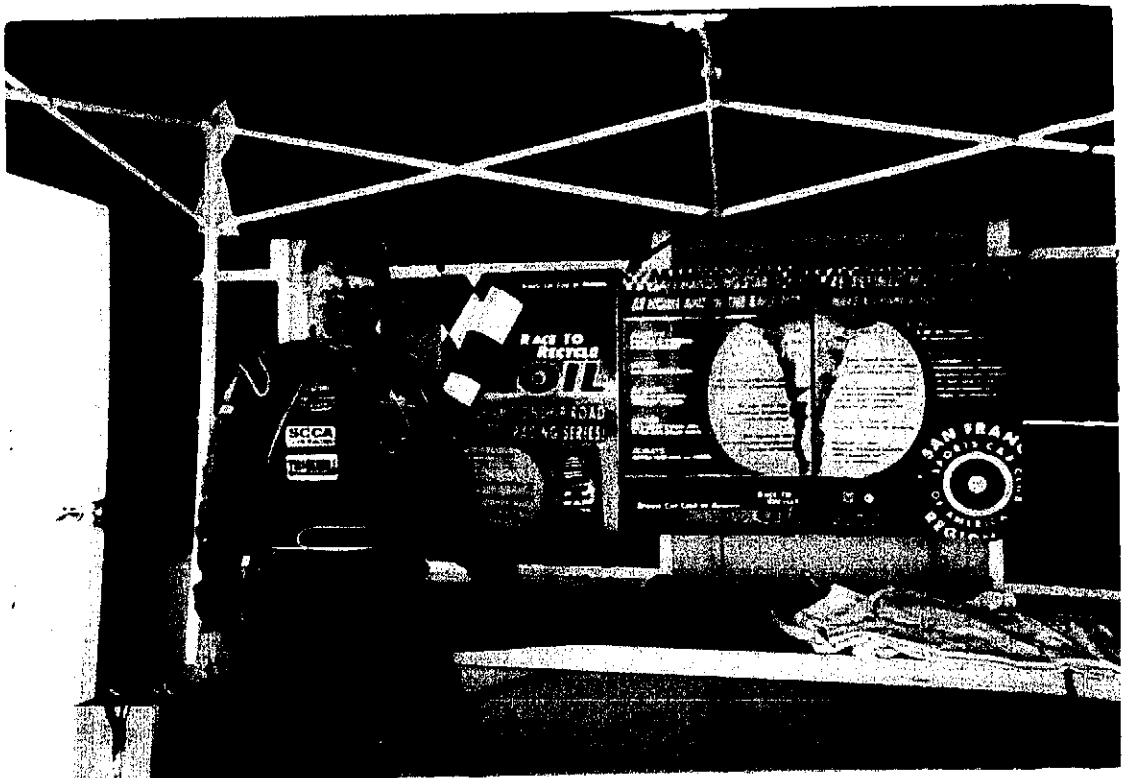
Name: _____

Address: _____

**RACE TO
RECYCLE**

OIL

311



PAN AM REGION GOES RACING WORLD CHALLENGE BACH ALLEGRO

\$7.95 WWW.SCA.ORG

SportsCar

The Official Publication of the Sports Car Club of America

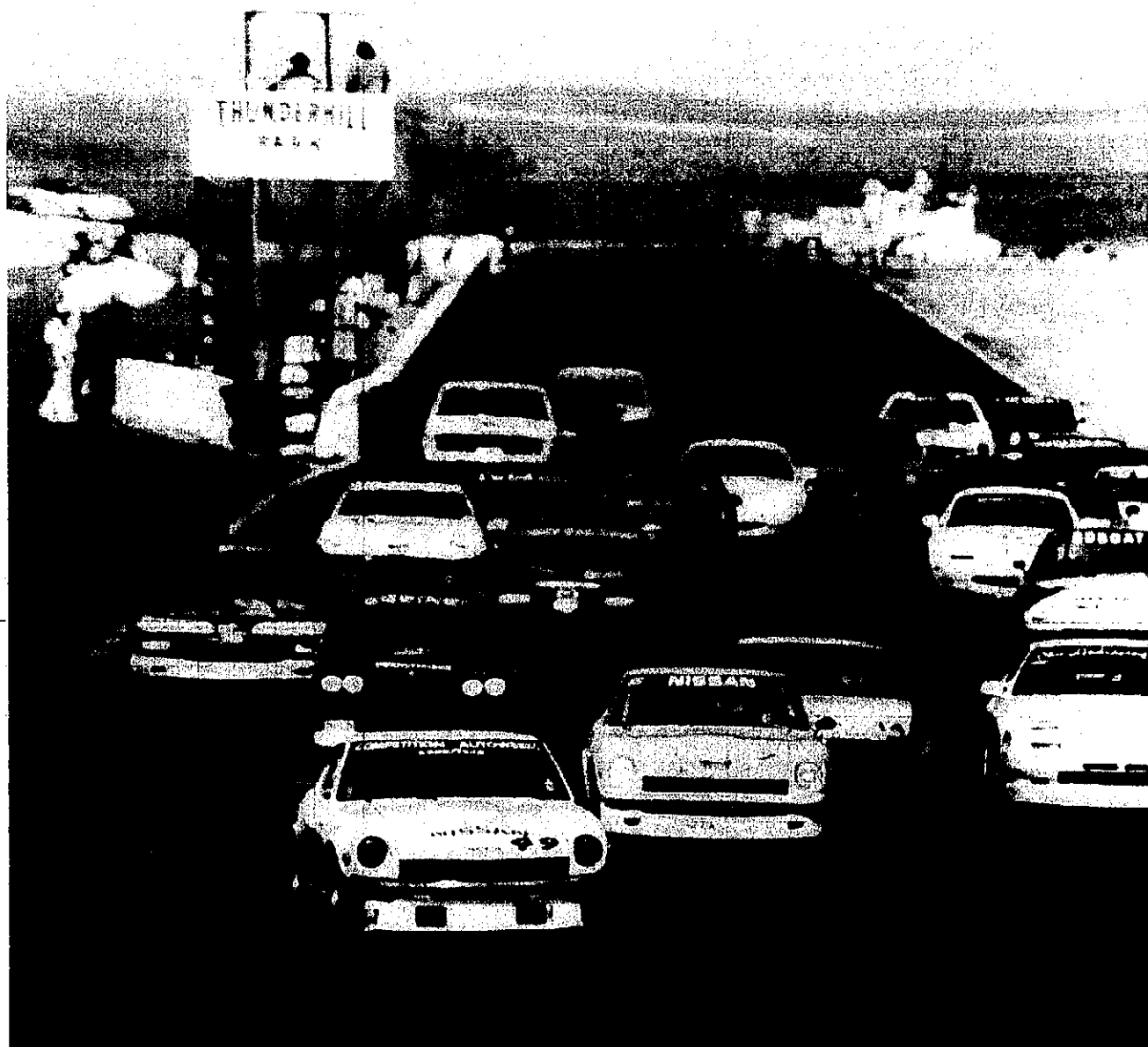
YEEHAW! Great Solo Courses

HOW GREAT SOLO II
COURSES ARE BORN

RACE TO RECYCLE OIL
San Francisco Region's
Innovative Program

CLUBRALLY
NATIONAL
CHAMPIONSHIP
Report from
100 Acre Wood





Racing to Recycle Oil

San Francisco Region Found a State Grant to Partner Its Club Racing Program and Supported a Good Environmental Cause in the Process

Innovative Program

Story and photos by David Voddén

The fact that racing costs money is not lost on any racer—the costs of car prep, entry fees, tires and safety gear has the driver or car owner constantly reaching for his or her wallet. What is often lost on the racer, however, is that the sanctioning body has to shell out a lot of cash as well to put on the event. In SCCA Club Racing, that means

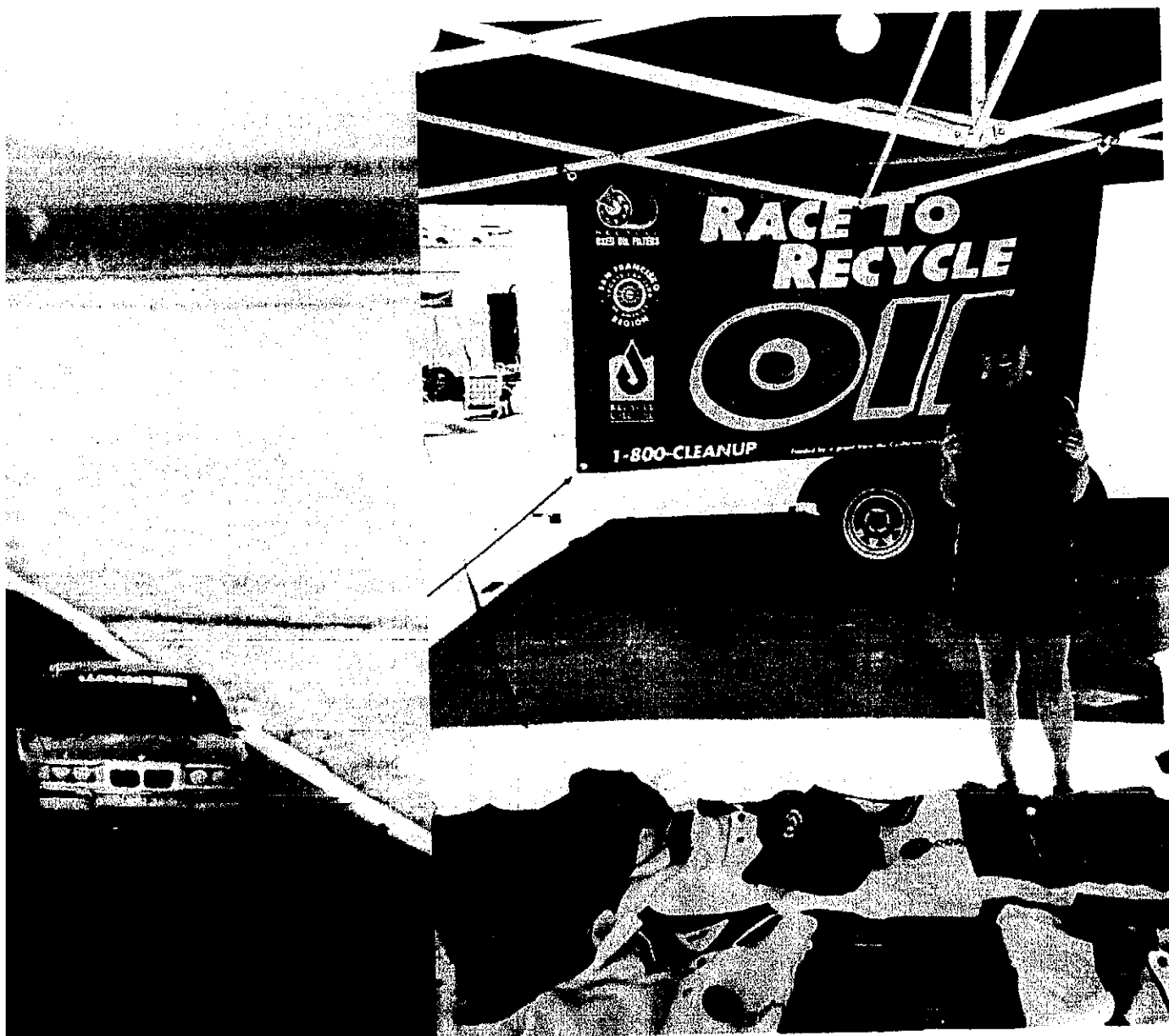
the Regions are writing big checks to host Regional or National races.

A chunk of that money comes from entry fees. In a few circumstances, that money is increased by ticket sales. But the costs of hosting races is outpacing those sources of income. With Regions reluctant to raise entry fees—and Club Racers more than reluctant to cut into the tire budget to pay more—alternate sources of funding need to be found.

For many Regions, that additional money

has come from sponsorship. Several Regions have found corporate benefactors to help their club coffers. Ideally, that relationship also serves to promote the Region and its racing program as well. San Francisco Region, however, found a unique promotional sponsor and a way to help the environment in the process.

San Francisco Region has partnered with the California Integrated Waste Management Board (CIWMB), the state agency that

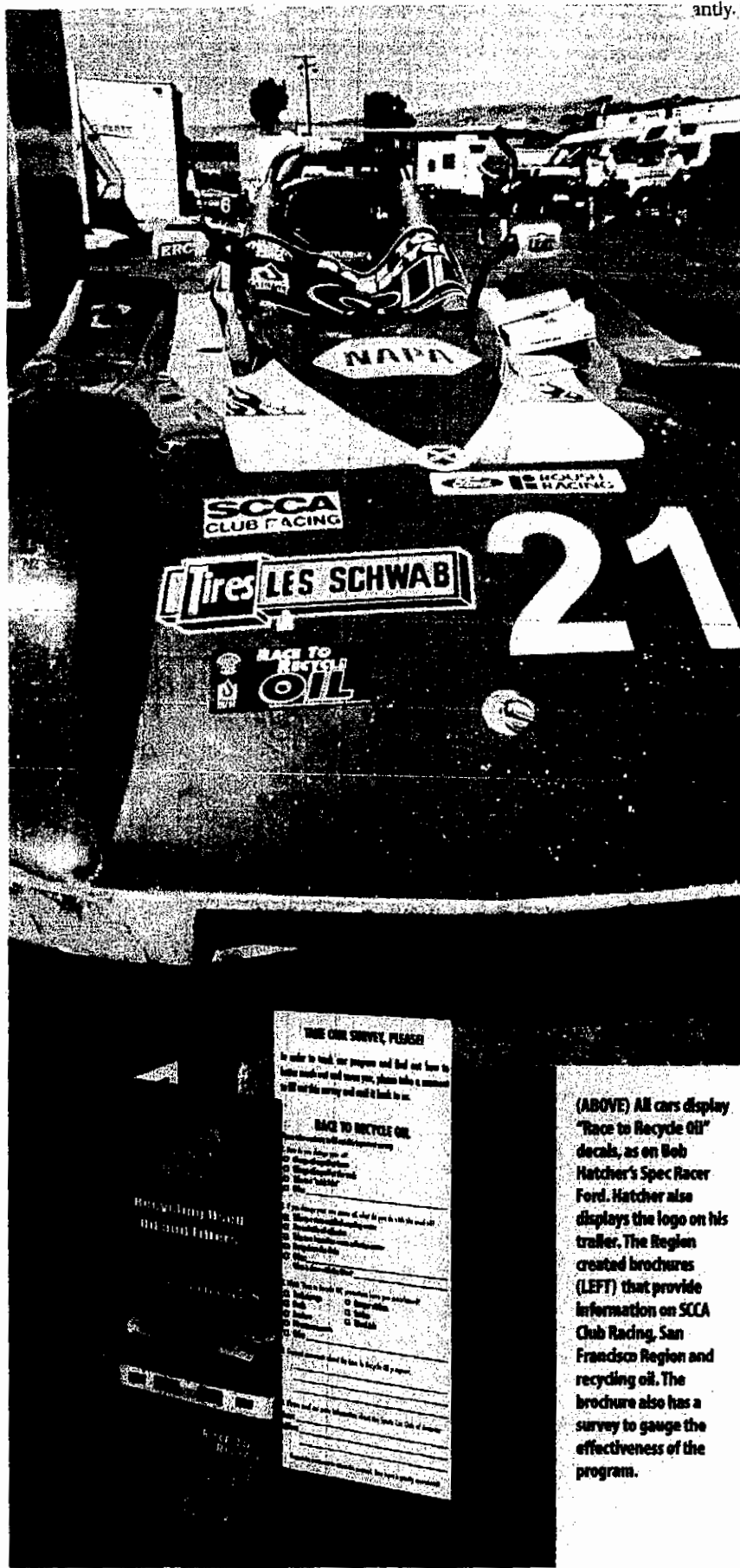


"IT HAS BEEN GREAT FOR THE CLUB. NOT ONLY ARE WE BENEFITING FROM THIS PROGRAM, THE SPONSORSHIP IDEA REALLY WORKS."

Gary Pitts

(ABOVE) A field of IT cars at Thunderhill races toward Turn One. All San Francisco Region races are part of the Race to Recycle Oil series, an innovative program that involves a partnership with the California Integrated Waste Management Board. The series logo is featured prominently, including on T-shirts and banners (ABOVE RIGHT). The races at Sears Point are promoted on the track's electronic sign (RIGHT), providing additional exposure.





(ABOVE) All cars display "Race to Recycle Oil" decals, as on Bob Hatcher's Spec Racer Ford. Hatcher also displays the logo on his trailer. The Region created brochures (LEFT) that provide information on SCCA Club Racing, San Francisco Region and recycling oil. The brochure also has a survey to gauge the effectiveness of the program.

manages California's recycling program. Using fees collected from recycled oil sales, the CIWMB and San Francisco Region developed a program that brings attention to used oil recycling issues. The agency's goal is to encourage the use of recycled oils and the proper disposal of used oil filters.

FROM GREAT BEGINNINGS

In 1998, I conceived the idea of using San Francisco's Regional race program as a tool to deliver the CIWMB's recycling message. The idea was simple: Racers, especially the upwardly mobile and influential SCCA members, were perfect spokespersons for the recycling of used oil and filters and use of re-refined—or remanufactured—oil products. I had seen various pamphlets and ads distributed by the CIWMB and felt they would not be nearly as effective as a successful SCCA racer standing alongside an exotic-looking Formula Ford espousing the merits of the CIWMB message.

I presented the idea to Carrie Becksteir and Richard Stapler at Ross-Campbell, Inc. a noted public relations firm located in Sacramento, Calif., to see if it had merit. From there it went to the CIWMB, where it was received with open arms. An application was submitted to the CIWMB for funding under its non-profit grant program. The grant program is designed to increase oil collection opportunities, reducing the potential for illegal disposal. The grant application was accepted by the CIWMB, kicking into gear one of the state's best and most visible use of oil and filter recycling programs.

The initial grant provided under the program was for \$124,000. The CIWMB replenished the funding to continue the program through the end of 2002. Together, these two grants have allowed the club to embark on many new safety projects, including the addition of emergency vehicles, a pace car and radios for the officials. In addition, the Regional race program was expanded.

"It has been great for the club," notes former San Francisco Regional Executive and current National Director Gary Pitt. "Not only are we benefiting from the program, the sponsorship idea really works. It has brought enthusiastic attention to otherwise dull subject. It has provided a credible and effective endorsement about the idea of recycling oil from people with active lifestyles who are looked upon as knowledgeable leaders in the area of oil products. It has produced local and regional press that is believable and it has made converts of many people that I would have thought would be the last to buy in."

THE RACE IS ON

The Region renamed its racing series Race to Recycle Oil Regional Champions. All SCCA cars competing in the new series were adorned with three Race to Recycle decals next to their SCCA stickers. Drive

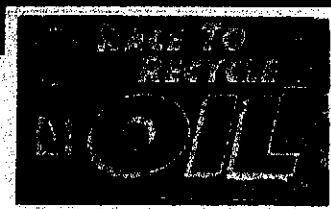
the wheel[®]



April
2002 \$1⁹⁵

The Official Publication of the San Francisco Region of the SCCA

2002 "Race To Recycle Oil" Championship Series



Solo II Season Kicks Off With Record Entries

Inside:
Solo II Update
2002 SFR Road Racing

RICHARD STAPLER
1912 F ST
SACRAMENTO, CA 95814-1719

4552



317

"Join SCCA To Recycle Oil InThe Race To Keep California Clean"

Each Bulletin #3

Mercurio — Chief of Tech

u Impoundin' Me?

Why on earth would we want to bring your hot smelly self and your hot smelly car into lean and mostly quiet Impound area? LOTS of reasons.

- 1) We like you and want to heap praises upon your driving prowess!
- 2) You were so fast that we want to bestow upon you champagne and wreaths to celebrate your new track record.
- 3) You flew past a GT-1 car in your HP Sprite.
- 4) Your car has donuts on the door panels that didn't come from Krispy Kreme.
- 5) The Steward(s) want to see your smiling face.
- 6) Timing and Scoring says you're in the top 3 in your class.
- 7) You got up close and personal with another car.
- 8) You stopped in the Impound gate and waited for directions, thereby creating a HAZARD.
- 9) Just about any other reason we can make up!!

While the first 3 reasons are possible, they aren't too likely. The last few though, they cha's. So... now that you are being pointed in to our Impound area, (you do know that I only point you IN right?) what're you going to do?

Are you going to look really hard for the folks with their hands waving in the air to get your in. Then you're going to follow their directions right? We sometimes have more cars come to park them so if you want to become the center of attention, just do your own Impound. Oh, and one other tiny little thing, SLOW DOWN. We've all had to move the way of cars that think we are cones at a Solo event. We're not, and we bleed. The reason for your crew, please talk to them about letting us get our parking job done before other you with affection. They bleed too, and we hate filling out extra forms.

Engine's off, it's pretty quiet, now what? Well, that's entirely up to you, but if it were me, I'd smile, get some water, kick the tires, hang out. Trust me on this, we will talk to you and we will do it as soon as we get all the cars we need to see into Impound.

Once you're in, we will let you go.

When you are finished with your business, you will be released. We will tell you that you please don't leave until you've been released. It's really great to have your name and number announced, say on Pre-Grid before a race, and on the cool-down lap, but 15

After a race being called to Impound usually is not so great.

First, if you really want to impound yourself, please feel free. We always have water, a wading pool during the hot months, and we really do like to see you, ESPECIALLY a social call.

Racing. gm

RACE TO RECYCLE OIL

SCCA REGIONAL SERIES 2002

LAGUNA SECA

• April 27-28
Regional

June 28-30
Double Regional

SEARS POINT RACEWAY

• July 6-7
Regional

THUNDERHILL

• May 25-27
Double Regional

The SCCA and the California Integrated Waste Management Board continues the efforts of Race to Recycle Oil!

There are used oil recycling locations at Sears Point, Laguna Seca, and Thunderhill Park. Race to Recycle Oil series reminds drivers, crew members, and spectators to responsibly recycle used motor oil and oil filters at the track and at home.

Just locate the on-site used oil recycling facility at one of the tracks or call 1-800-CLEANUP for a certified collection center near you.

Used motor oil should never be:

- Poured Down A Drain Or On The Ground
- Put In The Garbage
- Burned

For more information, stop by the Race to Recycle Oil tent or contact Thunderhill Park at 530-934-5588.

www.sfrscca.org

www.ciwmb.ca.gov

www.1800cleanup.org



USED OIL FILTERS



1-800-CLEANUP

Funded by a grant from the California Integrated Waste Management Board



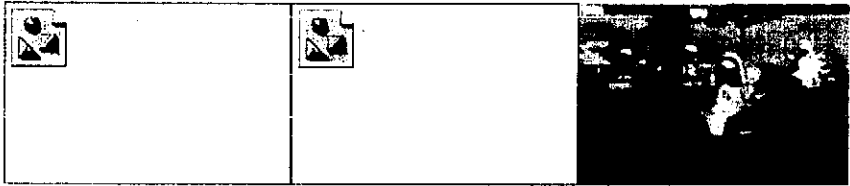
San Francisco Region

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RACE TO RECYCLE

Oil

"Join SCCA to recycle oil in the race to keep California clean".



What's New!

Join the Fun...
Join SCCA!

SFR Road Racers in action

Click photo for larger image, Reload page for a new show.
All images courtesy of Chuck Koehler Photography©

- 2002 Calendar
- Hot Topics
- The Front Office
- Road Racing
- Solo2/Autocrossing
- Street School
- Race Officials and Volunteers
- SFR Web Links
- Thunderhill Park
- In Memory Of...
- The Web Team
- Search Our Site

Be a participant — not just a fan!



The San Francisco Region of the SCCA organizes and operates motorsport activities in the greater Northern California area. [Our geographical map.](#)

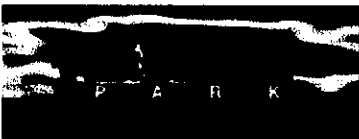
Our interests and activities include [Road Racing](#), [Solo2/ Autocross](#) [Time Trials](#), Vintage Racing, and the classic shows with [Concours D'Elegance](#).

Boasting a club membership of over 4,600 strong, SCCA's largest region operates both low and high speed events at sites throughout Northern California, nearly all year round.

Low speed event venues like Alameda NAS, Candlestick Park, Oakland Coliseum, Cal Expo and others, challenge and prepare members for the



Road Racing tracks of [Thunderhill Park](#), [Sears Point Raceway](#), and [Laguna Seca Raceway](#).



The SFR owns and operates our own race track at [Thunderhill Park](#) in [Willows, CA](#). Available for club events, public and private testing, and film production, year round the 3.0 mile course is multi-dimensional and multi-use. [More....](#)

Shop Online At


THUNDERHILL PARK

Online Shopping

HOT NEWS!

[Spec Miata Race Hugely Successful](#)

[Revised Super Production \(SP\) Class Rules](#)


[Get DRAFTed](#)

[Inaugural RallyCross Saturday, July 27](#)

[Website Traffic Report](#)

[What's New?](#)

Thank You

CHUCK KOEHLER
photography



TQ Racing / Travel Quest



Contact the SFR Web Team

Automatic notification of changes!
Microsoft Internet Explorer 4.0+ Users only

Add Active Channel

Add the SFRSCCA Active Channel

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San Francisco Region



Home Join SCCA Road Racing Solo2 Officials Search

2002 San Francisco Region Road Racing Season Calendar

Last Updated 06/14/02

Road Racing, Vintage Racing and Pro Support Weekends

Official Event Schedules are published when they are released by the Region. When event schedules are available, there will be a link in the "Date" column. We do not print event schedules for Pro Events; please visit the track's website for details. Please contact your chief or your chief will contact you regarding specific days and times of duty for Pro Race-scheduled days.

Entry Lists are generally available 1 to 2 weeks prior to the event, approximately 2 days after the entry deadline. Once they are available there will be a link in the "Info" column.




Note: Driver Volunteers Needed! Our supporting Pro Events are often in need of driver volunteers with nomex suits for Pit Lane Fire/Rescue duty. As a volunteer, its a free weekend ticket on the Region and a great time and opportunity to be up close and personal with the visiting Pro Series. If you haven't tried it before, consider this an extended invitation and member benefit. As the event date approaches, contact the the SFR Chief Pit Marshall for more information, or watch our Hot Topics page.

Official Event Schedules are available only in Adobe Acrobat format. [Download the free Adobe Acrobat Reader](#) to view or print these schedules.



February 16	SFR SCCA Fire & Safety School	Hot Topics	Sears Point
March 15-17	Driver's Licensing School	Click the link for DS Info	Thunderhill
April 6-7	SFR 49th Annual Regional Season Opener	Entry List Race Results	Thunderhill
April 27-28	Race To Recycle Oil presents The Laguna Spring Celebration Regionals	Entry List Race Results	Laguna Seca
May 17-19	Grand Prix of Sonoma American LeMans Series	Worker Event Only / Driver Volunteers Often Needed !	Sears Point
May 25-27	Race To Recycle Oil presents the Memorial Day Double Regional Salute to American Heroes	Entry List Race Results 1 Race Results 2	Thunderhill
June 1-2	Chrysler-Jeep-Dodge Wine Country Classic	Worker Event Only / Driver Volunteers Often Needed !	Sears Point
June 7-9	CART & The MazdaSpeed Cup	Race Results Press Release (5/16) Cup Information Cup Rules Cup Entry Form Cup Entry List (5/07) Otherwise, Worker Event Only / Driver Volunteers Often Needed !	Laguna Seca
June 20-23	Dodge/Save Mart 350 NASCAR Winston Cup	Worker Event Only / Driver Volunteers Often Needed !	Sears Point

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June 28-30	Race To Recycle Oil presents SCCA At Monterey Bay Double Regional	TBA	<u>Laguna Seca</u>
July 6-7	Inn Marin Championship Road RacesRegional 	TBA	<u>Sears Point</u>
July 19-21	Race To Recycle Oil presents Regional / National Racing	TBA	<u>Sears Point</u>
July 27	SCCA RallyCross 	RallyCross Rules  RallyCross Classes 	<u>Thunderhill</u>
August 2-4	Prostaffingcorp.com Regional / National 	TBA	<u>Laguna Seca</u>
August 16-18	29th Annual Rolex Monterey Historic Automobile Races featuring Corvette	Worker Event Only / Driver Volunteers Often Needed !	<u>Laguna Seca</u>
August 24-25	Regional	TBA	<u>Sears Point</u>
Sep 14-15	Regional	TBA	<u>Thunderhill</u>
Sep 19-22	Monterey Sports Car Championships American Le Mans Series	Worker Event Only / Driver Volunteers Often Needed !	<u>Laguna Seca</u>
Oct 5-6	Double Points Regional Road Racing Season Finale	TBA	<u>Sears Point</u>
Oct 25-27	SFR-SCCA Fall Classic Vintage Races	TBA	<u>Laguna Seca</u>
Nov 8-10	25th Annual PCRRC 43rd Annual Ilgen Classic / RDC 4 Hr Enduro	TBA	<u>Thunderhill</u>



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SPORTS CAR CLUB OF AMERICA (SCCA)
"RACE TO RECYCLE OIL" Campaign
Contract #UNP4-00-3310

Progress Report #2

May 1, 2001 – October 31, 2001

During the second reporting period for the Sports Car Club of America's Race to Recycle Oil series, a new race season has been run with tremendous success! The used oil and filter recycling message continues to get incredible exposure from banners, decals, patches and information booths bearing the Race to Recycle Oil message.

In addition, the SCCA Race to Recycle Oil was honored with the California Resource Recovery Association's annual "Public Education" award. The prestigious award honors innovative education campaigns that promote the "Reduce-Reuse-Recycle" theme. SCCA's David Vodden traveled to Pasadena, CA to accept this honor.

Through positive, repetitive and creative exposure, the Race to Recycle Oil program continues to shine. Our team hopes that the Race to Recycle Oil program will serve as a unique model for others to follow in the effort to creatively deliver the oil and filter recycling message!

Activity 1A: Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".

We have succeeded in putting together the sponsorship title rights series for "Race to Recycle Oil." The 2001 event schedule is complete and is enclosed for review. Each race event has been at least two days, providing maximum exposure for the "Race to Recycle Oil" series. The first day of the event racers, crew, club members and spectators register at the registration booth. The SCCA rules are disbursed, the "Race to Recycle Oil" deliverables such as patches and bumper stickers are provided to the racers, and the qualifying races begin. Several SCCA Race to Recycle Oil banners were placed in high visibility areas around the track.

A total of nine Regional, Double Regional and Championship races have been held during this busy grant period. Races have been held throughout Northern California at Thunderhill in Willows, Laguna Seca near Monterrey and Sears Point, near Napa. SCCA officials such as David Vodden, Terry Taylor, SCCA

Board Members and SCCA volunteers were at both events to coordinate the sponsorships, answer questions, distribute materials, etc. Each race day, throughout the day, "Race to Recycle Oil" announcements were made by the race announcers. These announcements provide up-to-date information to the racers, crew, club members and spectators regarding the "Race to Recycle Oil" sponsorship.

For a complete list of races and dates, please see Activity 2F.

Activity 1B: Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.

The road racing series event schedule for 2001 has been completed. The "Race to Recycle Oil" message, logo and the CIWMB used oil logo are included on all of the information that is addressed to the racers, crew and SCCA club members. The Title Rights name is also incorporated in the SCCA San Francisco Region calendar that is enclosed in this progress report. The calendars continue to be disbursed to the racers for the race season via mail and on-site distribution. Calendars and schedule of events for the specific race day will also be distributed before each race and throughout the 2001 race season.

Activity 1C: Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases were faxed and distributed to various racing publications and media contacts. All pre-event press releases include the "Race to Recycle Oil" title and sponsorship message- "Recycle oil at the race track and at all certified centers." So far we have included the "Race to Recycle Oil" message in the SCCA's newspaper, The Wheel as advertisements as well as articles detailing the road racing series. The "Race to Recycle Oil" message and slogan will be placed in upcoming press releases and media packets.

Activity 1D: Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, brochures, flyers, and premiums produced to date include the "Race to Recycle Oil" logo and slogan. A sampling of the emblems and patches produced under the original Race to Recycle Oil grant are included in this report. Participant pins (samples included in this progress report) display the recycle oil message and are given to participants in the regional races. In addition, premium items and brochures created in this grant period are enclosed. ✓

Activity 1E: "Race To Recycle Oil" logo and message on all banners displayed at the raceways.

The SCCA and Ross-Campbell added the "Recycle Used Oil Filters" logo for the series' new set of banners. The design was decided and submitted for the Waste Board's approval. The CIWMB approved the logo and banners along with other deliverables. Banners were produced in February and available for disbursement at Thunderhill Park racetrack.

Banners were unveiled at the March 17-18, 2001 Regional Series Season Opener at Thunderhill Park. The banners at all events are placed in highly visible tent and track areas, including the SCCA booth. Eight banners were produced and measure 4' high by 6' long. The banners are continually placed in visible spots at the racetracks; the registration booth, SCCA booth, along the fence of the track, and surrounding the concession stands. Enclosed are photographs that show the banners displayed around the racetrack. The banners will regularly be transported and displayed at all upcoming race events. ✓

Activity 1F: Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.

Free media is an on-going activity that will be conducted throughout the grant cycle. As the races occur, we may receive some media coverage-intensifying our public efforts. We will continue to include the "Race to Recycle Oil" message in all of the articles that appear in the Sports Car Club of America's newspaper-The Wheel. Enclosed are articles that were published in The Wheel depicting the "Race to Recycle Oil" sponsorship race series. The Wheel will be an ongoing source to provide up to date information pertaining to recycling used oil at the track.

Activity 2A: Inclusion on the SCCA Web site with current updates and links to CIWMB

The web site for the San Francisco Region of the SCCA includes all the details of the Race to Recycle Oil series. The Race to Recycle Oil portion has been available since January, 1999. It can be accessed at:

<http://www.sfrscca.org/Race to Recycle>

The web site displays the "Race to Recycle Oil" logo and current information about the race series. This site averages approximately 20,000 hits per day. It presently provides detailed information regarding the "Race to Recycle Oil" race series, schedules, information about the CIWMB, certified used oil collection

centers, re-refined oil, used oil publications and much more. David Vodden will continue to oversee and work with the webmaster updating the web site with new information. Enclosed in this progress report is a printout from the web site home page.

Activity 2B: Provide bumper stickers on competing race cars with the used oil message.

A re-print of 5,000 bumper stickers/decals was produced in March. A bumper sticker is enclosed with this progress report. The "Recycle Used Oil Filters" logo was added to enhance the Race to Recycle Oil message. Bumper stickers were distributed to the racers beginning in early March and were handed out to racers and placed on their race vehicles at the Season Opener, at Sears Point on March 31st and April 1st.

Each racer is given three bumper stickers to be placed on their vehicles. A brief explanation of the race series is explained to each racer as the stickers and emblems are distributed to the participants. The race series is also explained in detail throughout each monthly edition of The Wheel. Enclosed in this progress report are pictures highlighting the race events and cars displaying the decals.

Activity 2C: Patches for participants' uniforms, including drivers.

Patches from the original grant are still utilized by drivers however, a new series of patches may be manufactured for next season. 1,600 patches reading-SCCA, RACE TO RECYCLE OIL and 1,500 patches reading-RECYCLE USED OIL and the CIWMB oil logo were produced. All drivers competing in the "Race to Recycle Oil" series along with the participating crew are required to affix the patches to their uniforms. The drivers are very pleased to place the patches on their uniforms.

Activity 2D: "Race to Recycle Oil" inclusion on all television and/or event coverage.

Press releases were distributed to various publications and news departments. The press release is intended to promote the "Race to Recycle Oil" series and bring media to the race events. There will be an on-going push throughout the grant cycle to garner media support for the coverage of the events during 2001 - 2002.

Activity 2E: On-site promotion of used oil and used oil filter recycling at all racing events.

Announcements about the Race to Recycle Oil series are provided throughout the race event day over loud speakers. These announcements provide information about the series to over 3,000 racers, crew, volunteers and spectators. The slogan and message is broadcast to promote the importance of recycling used oil at all certified centers, at the track and at home. This message is constantly announced during the race events. If racers have questions, they are directed to the SCCA/ "Race to Recycle Oil" information booth.

Each track has a center for recycling used oil. Thunderhill Park has a state-certified used oil recycling center which annually recycles several hundred gallons of used oil. As the awareness of the message "recycle used oil at the track" intensifies, we will document the additional gallons recycled and record this advancement in future progress reports. ✓

Racers and crew members are becoming more aware about recycling their oil at the track. The logo is found on banners, stickers, patches and throughout The Wheel, and is extremely beneficial in spreading the used oil recycling message. The deliverables create an impressionable, visual reminder that recycling used oil is the right thing to do. The SCCA members and drivers are enthusiastic about the Race to Recycle Oil sponsorship and their involvement with the Waste Board's educational program.

Activity 2F:

20 "Race to Recycle Oil" sponsorship race event days at Sears Point Raceway

14 "Race to Recycle Oil" sponsorship race event days at Laguna Seca Raceway

20 "Race to Recycle Oil" sponsorship race event days at Thunderhill Raceway

Race event sponsorships are underway for this grant cycle. SCCA personnel are constantly available during events to disseminate information about the Race to Recycle Oil program, hand out promotional items, information flyers, make announcements regarding used oil and filter recycling locations, and more.

Announcements are made on a consistent basis throughout events to inform the audience, race drivers and the pit crews about the Race to Recycle Oil program. Banners are prominently displayed around the race areas to promote this program.

Races run so far include:

- Regional at Laguna Seca on May 5th & 6th

- Double Regional at Laguna Seca on June 8th through 10th
- Regional at Sears Point on July 7th & 8th
- Regional/National at Laguna Seca on July 13th through 15th
- Regional at Thunderhill on August 4th through 5th
- Regional/National at Sears Point on August 24th through 26th
- Regional at Thunderhill on September 22nd through 23rd
- Season Point Final at Sears Point on October 6th through 7th
- PCRRC Championships & Endurance Race at Thunderhill on October 26th through 28th.

Activity 3A: Design brochure/flyer for the "Race To Recycle Oil" program.

A brochure describing the Race to Recycle Oil program was written, designed and printed after approval by SCCA and the CIWMB. A sample of this brochure is enclosed with this report. ✓

The brochure text includes a description of the program, funding sources, significant information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. Also included in this brochure is a survey designed to ascertain the level of knowledge about this program to track outreach efforts. The survey is printed on a perforated postcard, allowing survey takers to mail the card in and data to be collected.

A total of 10,000 brochures have been printed. This will allow for distribution of approximately 5,000 brochures per race season. So far, 4,000 brochures have been distributed this season. Please see Activity 7C for survey information.

Activity 3B: Set up/staff tabletop display or booth at all racing events.

The SCCA booth is set up at all racing events. The booth area includes two 10'x10' tents with tables set up under the tents. SCCA tee-shirts, sweatshirts, and shirts are on display and for sale. This booth attracts between 1,000-5,000 racers and spectators at each race event depending on the venue. This booth is also serving as one of the distribution sites for the "Race to Recycle Oil" deliverables.

An EZ-Up 10' x 10' portable tent was produced under the previous grant. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB oil logo screenprinted on four sides in three colors. The tent's framework also includes a connected, hanging backdrop with the "Race to Recycle Oil" imprinted logo. This tent is easily seen and utilized by racers, crew members and spectators at all events and has become a highly visible part of the "Race to Recycle Oil" campaign. ✓

For this grant phase, the SCCA has designed a portable educational display. This display educates viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. The display is slated for production in late 2001 and early 2002, and will be ready for the 2002 race season. Mock artwork for the display is enclosed with this report.

Activity 3C: Distribute State and/or local educational materials and premiums at all events.

Local government assistance regarding the gathering of existing used oil educational materials is very positive. Distribution of these educational materials occurs at the Race to Recycle Oil tent. These informational brochures serve to answer questions for racers, crew members and spectators about where in their city or county they can recycle their used motor oil. Announcements throughout the day at the race events also remind people to visit the tents for more information.

Activity 3D: Encourage and advance the use of on-site used oil recycling facilities and encourage the use of re-refined oil in race vehicles.

The "Race to Recycle Oil" logo on banners, bumperstickers, emblems and utility stickers at each race is a visible reminder to the racers, participants, and spectators that recycling used oil at the racetrack is important, easy and convenient. The used oil recycling facilities set up at each racetrack are currently recovering several hundred and several thousand gallons of used motor oil per year. (Please see activity 3A.) These recycling facilities are promoted by the SCCA workers and volunteers. Questions are being answered at the SCCA tent and SCCA volunteers remind people to recycle their used motor oil. Throughout the race event, announcements are made over the loudspeakers reminding racers about the Race to Recycle Oil event series and the particulars of the used oil recycling message. Photographs included in this progress report show the tent set up near the oil recycling center at the racetrack for maximum exposure. ✓

Activity 4A: VIP hosting of State and local agencies during selected race events.

State and local agencies are encouraged to attend the SCCA race events. A VIP event is tentatively scheduled for the early part of the 2002 race schedule. Representatives from the California Integrated Waste Management Board as well as local city and county agencies will be invited to attend the "Race to Recycle Oil" series special day. This will give the SCCA a chance to give an overview of the activities at Race to Recycle Oil race events. follow up

In addition, the three racetrack boundaries incorporate large regions that include many city and county areas. Participants and spectators drawn to the three tracks will most likely be from the following areas: Thunderhill Park-Glenn, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento counties; Sears Point-Napa, Marin, San Francisco, Sonoma and Solano Counties, and Laguna Seca- Monterey, Santa Cruz, Salinas, Santa Clara Counties. Participants in the San Francisco Region of the SCCA come from a wide range of California cities. We will provide materials and information for those areas encompassing the racetracks as well as consistently refer others to the 1-800-CLEANUP campaign.

The SCCA wants to encourage participation from these localities, thus expanding the efforts in which the SCCA is currently engaged. Contacting the proper city and county coordinators will be our ensuing efforts. Exchanging ideas from each local level will broaden the perspective of oil recycling education.

We will also invite recycling coordinators who are interested in volunteering at the SCCA/Race to Recycle Oil booth and exchange public outreach information from the local perspective. Introducing various coordinators to the SCCA program will encourage a broad exchange of ideas in addition to our used oil recycling efforts.

Activity 4B: Access for State, Counties and Cities personnel and VIP's to promote used oil and used oil filter recycling.

Access to the SCCA motor sports events involves signing in at the track gate. Participants then have access into the parking area and into the race event. Registration at the main SCCA checkpoint is required. If you are a member of the SCCA you must sign in at the registration area, receive your weekend pass, and sign the release and waiver to qualify for SCCA insurance. The SCCA does not charge an admission to the race events.

Activity 4C: Provide access for State, Counties, and Cities to promote used oil and oil filter recycling - an information exchange area to set up exhibits and giveaways promoting their programs.

As part of an effort to include local jurisdictions in the regional Race to Recycle Oil, local used oil programs are always invited to participate in events. The Race to Recycle Oil booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and others are welcome to staff the booth with SCCA personnel to talk about specific local programs and concerns with those who visit the booth.

As part of the overall Race to Recycle Oil program, local jurisdictions recycling officials will be invited to participate in a Local Government day at the races. The date for this event is TBA.

Activity 5A: Inclusion of "Race To Recycle Oil" message on all premium items.

(Please see Activity 2C)

Racing suits and racing gear are embellished with the "Race to Recycle Oil" patches. Every racer is required to put the patches on their suits. This promotes high visibility for the recycling series. The "Race to Recycle Oil" design is also incorporated on the event tee-shirts. These tee-shirts are being worn by racers, crew, families and friends at the events. An estimated impression from this apparel is 10,000 and an equal or greater number of secondary and tertiary impressions as the apparel is worn outside the race environment. Photos are enclosed.

In the last grant period, artwork was produced and approved for SCCA RTRO key chains and SCCA RTRO oil rags. 1500 key chains and 1500 oil rags were produced in this grant period. Both of these items are made from recycled content. Samples of both items are included.

Activity 5B: Production of race series t-shirts, hats, visors, landiers and other giveaway items.

The use of race series t-shirts, hats, visors and other items has proven to be very popular with race attendees. Not only do these items prominently display the Race to Recycle Oil message, they present an excellent opportunity to make lasting, consistent impressions over time. The fans, racers and others who attend these races wear these apparel items on a weekly basis. Not only is the Race to Recycle Oil message prominently displayed, so is 1-800-CLEANUP and the SCCA website.

Activity 5C: Special "Race to Recycle Oil"/ Re-refined oil race Event

This event will heavily promote the use of re-refined oil in the race cars as well as personal vehicles. There are several cars in the series which routinely use re-refined oil that can be prominently displayed at the event. A date for this event as yet to be determined.

Activity 6A: Sponsorship of year-end banquets in 2001& 2002.

The yearly banquets for SCCA membership are an excellent opportunity to give a high-profile push to the Race to Recycle Oil series. Awards will be given highlighting participating in the Race to Recycle Oil series and information disseminated. Dates for these events will be forthcoming.

Activity 6B: Sponsor banners in ballroom.

Display of the Race to Recycle Oil banners at year-end SCCA banquets will again highlight the importance of the Race to Recycle Oil series. Dates for these events will be forthcoming.

Activity 6C: Sponsor promotional material distribution of "Race To Recycle Oil".**Activity 7A: CIWMB guests included in banquets and ceremonies.**

As part of the effort to include CIWMB guests in the Race to Recycle Oil, appropriate representatives will be invited to attend banquets and ceremonies. An effort has been made at this time to include CIWMB members in a VIP race event. Thus far, a date may be scheduled for this event in Spring of 2002. A schedule of banquets and ceremonies will be forwarded to assist in scheduling these events.

Activity 7B: Print editorial / advertising as opportunities are presented.

Several in-depth articles were written defining the "Race to Recycle Oil" series and placed in the SCCA's newspaper, The Wheel, and Racing Wheels Newspaper. Ads were placed in The Wheel promoting the Season Opener at Sears Point on March 27. All have promoted the environmental message of recycling used oil at the racetrack.

Enclosed is The Wheel full of articles that were published depicting the "Race to Recycle Oil" sponsorship race series. The Wheel will be an ongoing source of timely articles and information pertaining to recycling used oil at the track.

Activity 7C: Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.

(See Activity 3A)

Inclusion of a survey instrument on the proposed informational brochure is greatly assist in gathering pertinent information to assess and evaluate the Race to Recycle Oil program.

With the printing of 10,000 SCCA informational brochures and the distribution of approximately 4,000, several hundred surveys have been filled out and returned. Generally, the response has been overwhelming positive.

The data and impressions extrapolated from these surveys will be presented in report form for the final report of the grant period ending November 2002.

Activity 7D: Editorials / features in all media (print and broadcast) that covers the SCCA events,

The SCCA's newspaper, The Wheel has published various articles, ads, and features on the "Race to Recycle Oil" series. Enclosed are copies of The Wheel that includes several articles. Please refer to descriptions in Activities 1F and 6B. Editorials and features that are generated over the next several months will be included in future progress reports.

Activity 7E: A series of display advertisements (12 in all) in each issue of The Wheel. Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.

The Wheel is the official publication of the San Francisco Region of the SCCA. It is mailed to SCCA members and subscribers. The Wheel is produced monthly. The Wheel is made up of over 28 pages per issue on a 11"x 17" format. The newspaper is abundant with SCCA race event dates, articles, stories, ads, and information surrounding the SCCA-Race to Recycle Oil series. The "Race to Recycle Oil" series has been promoted throughout the newspaper since October, 1998. Enclosed are several articles, ads, and event schedules surrounding the "Race to Recycle Oil" series produced by The Wheel.

In lieu of an SCCA print ad for the month of October, The Wheel included as an insert the SCCA RTRO informational brochure. The distribution of approximately 3,000 of these brochures in this fashion assisted in disseminating valuable information and greatly increased the rate of return on the surveys. ✓

Attachments

- SCCA RTRO Brochure with survey
- Artwork for new SCCA RTRO display
- SCCA RTRO Patches
- Cover, The Wheel
- SCCA RTRO display ad in The Wheel
- SFRSCCA web page (homepage)
- SFRSCCA 2001 Race Schedule
- Various photos from SCCA RTRO events

SPORTS CAR CLUB OF AMERICA

The SCCA is a 55,000-member non-profit organization involved in over 1000 amateur and professional motor sports events each year.

With a growing membership of over 4,000, SCCA's San Francisco Region operates low and high speed events throughout Northern California.

SCCA - San Francisco Region
C/O Ross-Campbell Inc.
P.O. BOX 163630
Sacramento, CA 95816

PLACE
STAMP
HERE

Safe handling of used oil and filters starts at home and in the race pits. Here are some tips:

- **ALWAYS** drain fluids into a drain pan and transfer to a sealable, plastic container.
- **NEVER** mix automotive fluids. Oil mixed with anything else is rendered un-recyclable and becomes a hazardous waste.
- **ALWAYS** clean up spills with kitty litter, sawdust or another absorbent material.
- **NEVER** hose down a work area if you've spilled. The runoff goes right from the storm drain directly to a river or ocean.
- **ALWAYS** recycle your used oil filters. Carefully drain the leftover used oil into a drain pan first, then seal the filter in a ziplock bag and take to your nearest recycling center.

For more information:

Sports Car Club of America - San Francisco Region
(530) 934-4455

www.sfrscca.org

Recycling Information:
1-800-CLEANUP

www.1800CLEANUP.org
www.ciwmb.ca.gov

SCCA Northern California Race Program

Recycling Used Oil and Filters



RACE TO
RECYCLE

OIL





The San Francisco Region Sports Car Club of America (SCCA), with a grant from the California Integrated Waste Management Board (CIWMB), has implemented an exciting race series dubbed "Race to

Recycle Oil." The series focuses attention on the need to properly recycle used oil and filters at racetracks and at home.

GETTING INVOLVED

The SCCA's members are involved in every aspect of maintaining their race cars. This includes the proper environmental management of automotive fluids, including used oil, oil filters (which can contain up to one quart of leftover oil), antifreeze, brake and transmission fluid.

RE-REFINED MOTOR OIL

1 motor oil has a tremendous benefit: it can be reused! Through a system similar to the initial refining of crude oil, used oil is returned to consumers through the re-refining process.

Oil just gets dirty, with only the detergents and other additives wearing out. The base oil does not break down, enabling it to be re-refined. The blender combines a new additive package with the re-refined base stock to create oil that is good-as-new.

Several large corporate and government fleets run re-refined oil, including: Frito-Lay, the United States Postal Service, the Cities and Counties of San Francisco and Los Angeles, and Coca-Cola. Racers on the SCCA and NASCAR circuit use re-refined oil, too!

RECYCLING CENTERS

A state-certified used oil recycling center is located at Thunderhill Raceway. Collection tanks are also available at Laguna Seca and Sears Point Raceways. These centers accept non-contaminated used oil and may accept used oil filters.

There are hundreds of other certified and non-certified used oil collection centers at gas stations, quick lubes, auto parts stores and car dealerships across California. Here are two ways to locate a center near you:

- Call: 1-800-CLEANUP — Punch in your zip code and follow the instructions to receive a list of centers near you.
- Click: www.1800CLEANUP.org — Search by zip code, city or county to get a list of centers near you.



TAKE OUR SURVEY, PLEASE!

In order to track our program and find out how to better reach out and serve you, please take a moment to fill out this survey and mail it back to us.

RACE TO RECYCLE OIL

Please take a minute to fill out this important survey.

1. How do you change your oil?

- ☐ Change oil myself at home
- ☐ Change oil myself at the track
- ☐ Take to a "quick lube"
- ☐ Other _____

2. If you change your own motor oil, what do you do with the used oil?

- ☐ Take to a state certified recycling center
- ☐ Use curbside oil collection
- ☐ Take to a hazardous waste collection center
- ☐ Dump down the drain
- ☐ Other: _____

What is done with the filter? _____

3. Which "Race to Recycle Oil" promotions have you seen/heard?

- | | |
|---|--|
| <input type="checkbox"/> Track signage | <input type="checkbox"/> Bumper stickers |
| <input type="checkbox"/> Booth | <input type="checkbox"/> Patches |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Wheel Ads |
| <input type="checkbox"/> PA announcements | |
| <input type="checkbox"/> Other _____ | |

*Typo - contacted
Richard
Stapler*

3. General comments about the Race To Recycle Oil program:

4. Please send me more information about the Sports Car Club of America:

Name: _____

Address: _____

**RACE TO
RECYCLE
OIL**

SPORTS CAR CLUB OF AMERICA

**RACE TO
RECYCLE**

OIL

**CHAMPIONSHIP ROAD
RACING SERIES!**

SCCA members in Northern California
want to make sure you are recycling
used oil and filters. It's easy and good
for the environment!

COLLECTION FACILITIES ARE LOCATED NEAR YOU

CALL

1-800-CLEANUP

www.CLEANUP.org

www.SFRSCCA.org

**BROCHURE
POCKET**

336



SAFE HANDLING STARTS AT HOME AND IN THE RACE PITS

ALWAYS
PLACE OIL IN A SEALABLE,
PLASTIC CONTAINER

NEVER
MIX AUTOMOTIVE FLUIDS

ALWAYS
CLEAN UP SPILLS WITH
ABSORBENT MATERIAL

NEVER
HOSE DOWN A WORK AREA
IF YOU HAVE SPILLED FLUIDS

ALWAYS
RECYCLE YOUR USED OIL FILTERS

USED MOTOR OIL & FILTER RECYCLING FACTS

**USED OIL CAN BE TURNED BACK INTO
NEAR-AS-NEW RE-REFINED OIL!**

**THE STEEL FROM USED
OIL FILTERS CAN BE RECYCLED
INTO OTHER ITEMS!**

**ONE GALLON OF USED
OIL CAN POLLUTE ONE MILLION
GALLONS OF WATER!**

SPORTS CAR CLUB OF AMERICA

**RACE TO
RECYCLE**



RE-REFINED MOTOR OIL...

MAKE A CHANGE FOR THE BETTER!

RE-REFINED OIL FACTS

**MORE THAN 2 QUARTS OF
RE-REFINED OIL CAN BE PRODUCED
FROM ONE GALLON OF USED OIL.**

**OTHER PRODUCTS PRODUCED FROM
THE RE-REFINING PROCESS INCLUDE
ASPHALT SLURRY, INDUSTRIAL
LUBRICANTS AND HYDRAULIC OIL.**

**RE-REFINED OIL COSTS ARE
EQUIVALENT TO VIRGIN OIL PRODUCTS.**

**RE-REFINED OIL MEETS
AMERICAN PETROLEUM INSTITUTE
(API) STANDARDS FOR
NEW CAR WARRANTIES.**

**RE-REFINED OIL
IS THE END PRODUCT
OF RECYCLING USED OIL.**

**RE-REFINED OIL
IS CLEANSED OF ITS
CONTAMINANTS THROUGH A
REFINING PROCESS SIMILAR
TO THAT USED IN THE
MANUFACTURING OF
VIRGIN OIL PRODUCTS.**



FUNDED BY A GRANT FROM THE
CALIFORNIA INTEGRATED
WASTE MANAGEMENT BOARD





the wheel®

October
2001 \$1⁹⁵

The Official Publication of the San Francisco Region of the SCCA

2001 "Race To Recycle Oil" Championship Series

RACE TO
RECYCLE

BABY GRAND

BABY GRAND

PONTIAC

PONTIAC

PONTIAC

Baby Grand Action - Jason LeFever Leads Russ Peterson

Inside:
Solo II Update
2001 SFR Road Racing

RICHARD STAPLER 2783
1912 F ST
SACRAMENTO, CA 95814-1719



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ll prompts and check out the
page as well. Here again is a
formation you may want or need

YOU HAVE AN SCCA LICENSE?

not have an SCCA worker, crew,
other activity based license than
ong the silent majority of the Club
whose membership is based on
other than participation. That's
that we have found that SCCA
without licenses are most likely to
As a Club we would like to avoid
ne!

you folks Statistics tell us that you
i, spouses, family or crew mem-
ve participants. OR, you attended
nal event and signed up. Or you
and mailed in a membership form
ed a few decals and a patch. Or,
part of the Solo community who
joined the Club at a Solo event
earn a trophy or to get more in-

e identified you yet? Hopefully
eading the Wheel, including the
t. And, hopefully, you really want
e involved if only you knew how
mall push to get over some of the
o full fledged SCCA clubbie. So
ld we/you do to get the full value
5.00 SCCA membership? Truth is
ring to do is or you to come to a
it, any event! And, once you are
questions, offer to help and get in-
ou would be amazed with what
f you raise your hand. It's almost
it's better than doing nothing. Or,
click onto the Web page and read
stuff or, finally you could call the
e and just say hi.

nt you to be a part of the Club, all
b. We want our membership to stay
nd grow. But mostly, we do not
se you as a member of the San Fran-
ion of the SCCA because you never
ed the excitement, camaraderie and
at makes the Club a life-long ad-
or those who do. Be pro-active.
our SCCA membership valuable to
to the Club. Do it now. sfrscca.org
34-4455.

RACE TO RECYCLE OIL

SCCA REGIONAL SERIES 2001

LAGUNA SECA

- June 8-10
Double Regional
- July 13-15
Regional/National

SEARS POINT RACEWAY

- July 13-27
Regional

The SCCA and the California Integrated
Waste Management Board continues
the efforts of Race to Recycle Oil!

There are used oil recycling locations at
Sears Point, Laguna Seca, and
Thunderhill Park. Race to Recycle Oil
series reminds drivers, crew members,
and spectators to responsibly recycle
used motor oil and oil filters at the track
and at home.

Just locate the on-site used oil recycling
facility at one of the tracks or call
1-800-CLEANUP for a certified
collection center near you.

Used motor oil should never be:

- Poured Down A Drain Or On The Ground
- Put In The Garbage
- Burned



**For more information, stop by the Race to
Recycle Oil tent or contact Thunderhill Park
at 530-934-5588.**

www.sfrscca.org — www.ciwmb.ca.gov

www.1800cleanup.org



Funded by a grant from the California Integrated Waste Management Board



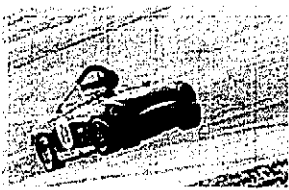
San Francisco Region



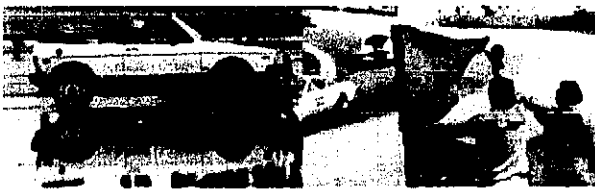
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"Join SCCA to recycle oil in the race to keep California clean".



Turnbull Motorsports Photography



Jim Williams Photo

John Blakemore Photo

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Be a participant -- not just a fan!



The San Francisco Region of the SCCA organizes and operates motorsport activities in the greater Northern California area.

Our interests and activities include [Road Racing](#), [Solo2/Autocross Time Trials](#), Vintage Racing, and the classic shows with [Concours D'Elegance](#).

Boasting a club membership of over 4,600 strong, SCCA's largest region operates both low and high speed events at sites throughout Northern California, nearly all year round.

Low speed event venues like Alameda NAS, Candlestick Park, Oakland Coliseum, Cal Expo and others, challenge and prepare members for the



Road Racing tracks of [Thunderhill Park](#), [Sears Point Raceway](#), and [Laguna Seca Raceway](#).



[TQ Racing / Travel Quest](#)

HOT NEWS!

[Advanced Street School/Time Trial 12/15-16 THP](#)

[Norpac Convention - Deadlines Extended!](#)

[Thumbs Up - Race Officials Point Earnings Update](#)

[Tim Barlow Safety Fund Update](#)

[Website Traffic Report](#)

[What's New?](#)



Contact the SFR Web Team

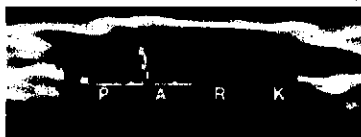
Automatic notification of changes!
Microsoft Internet Explorer 4.0+ Users only

[Add Active Channel](#)

[Add the SFRSCCA Active Channel](#)

Note: Current Active Channel Users:
You will need to "Refresh" the SFR channel to update it for the new site design!

CREATED & MANAGED WITH



The SFR owns and operates our own race track at [Thunderhill Park](#) in [Willows, CA](#). Available for club events, public and private testing, and film production, year round the 3.0 mile course is multi-dimensional and multi-use. [More...](#)

Go Racing With Us! From Autocross and Street Schools to Road Racing and Race Officials, there are activities to match everyone's interests and budget.



**San Francisco Region
Sports Car Club of America
P.O. Box 966
Willows, CA 95988
Toll Free: (888) 995-SCCA**

Office: (530) 934-4455
24 hr Fax: (530) 934-7275
24 hr Worker Hotline: (925) 277-8374
Office Email: office@sfrscca.com
Webmaster Email: webteam@sfrscca.com

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San Francisco Region



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[Concours d'Elegance Schedule](#)

[2001 SFR Road Racing Supplemental Regulations](#)

[2001 Entry Fee Schedule](#)

[2001 Entry Forms](#)

2001 San Francisco Region Road Racing Season Calendar

Last Updated 11/09/01

Road Racing, Vintage and Pro Support

Official Event schedules are published when they are released by the Region. When event schedules are available, there will be a link in the "Date" column.

















Entry lists are generally available 1 to 2 weeks prior to the event, approximately 2 days after the entry deadline. Once they are available there will be a link in the "Info" column.

Official Event Schedules are available only in Adobe Acrobat format. You may [download the free Adobe Acrobat Reader](#) to view or print these schedules.



Date	Event	Info	Track
January 13	SFR Awards Banquet (Combined Solo 2 & Road Racing)	San Ramon Marriot	
February 17-19	Driver's School	Entry List	Thunderhill
March 3	Fire & Safety School	Hot Topic	Sears Point
March 17-18	Full National / Partial Regional / Gp 2, 6 Vintage	Entry Lists Race Results	Thunderhill
March 31-April 1	CK Horton Presents Race to Recycle SFR 48th Season Opener Regional	Entry Lists Race Results	Sears Point
April 21-22	Regional	Entry Lists Race Results	Thunderhill
May 5-6	Regional	Entry Lists Race Results	Laguna Seca
May 19-20	Wine Country Classic	Worker Event Only	Sears Point
May 19-20	NASCAR Winston West	Worker Event Only	Laguna Seca
June 8-10	Double Regionals	Entry List I Entry List II Race Results	Laguna Seca
June 21-24	NASCAR	Worker Event Only	Sears Point
July 7-8	Regional	Entry Lists	Sears Point
July 13-15	Prostaffingcorp.com presents the SCCA Regional / National Race To Recycle Oil Series	Regional Entry Lists National Entry Lists Regional Race Results National Race Results	Laguna Seca
July 20-22	ALMS	Worker Event Only	Sears Point

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August 4-5 	Regional	Entry Lists  Race Results	Thunderhill
August 17-19	Monterey Historics Featured Marque: Bentley	Worker Event Only	Laguna Seca
August 24-26 	Regional / National	Regional Entry Lists  National Entry Lists  TBA Race Results	Sears Point
September 7-9	ALMS	Worker Event Only	Laguna Seca
September 22-23 	September Thunder Regional	Entry Lists  Race Results	Thunderhill
Oct 6-7  (Revised 9/25)	Salute to Tim Barlow Double Points Regional	Entry Lists  Race Results	HOT Significant Track Changes! Sears Point
Oct 12-14	CART	Worker Event Only	Laguna Seca
Oct 26-28  (Revised 10/02)	  CL Bryant Presents the Pro Staffing Corporation - Race to Recycle Oil Season Finale 24th Annual Pacific Coast Road Race of Champions and the 42nd Annual Ilgen /RDC 4-Hour Endurance Race	Entry Lists  Enduro Entry Lists  Race Results	Thunderhill
Nov 3-4 	Laguna Seca Fall Vintage Classic	Entry Lists  Race Results	Laguna Seca

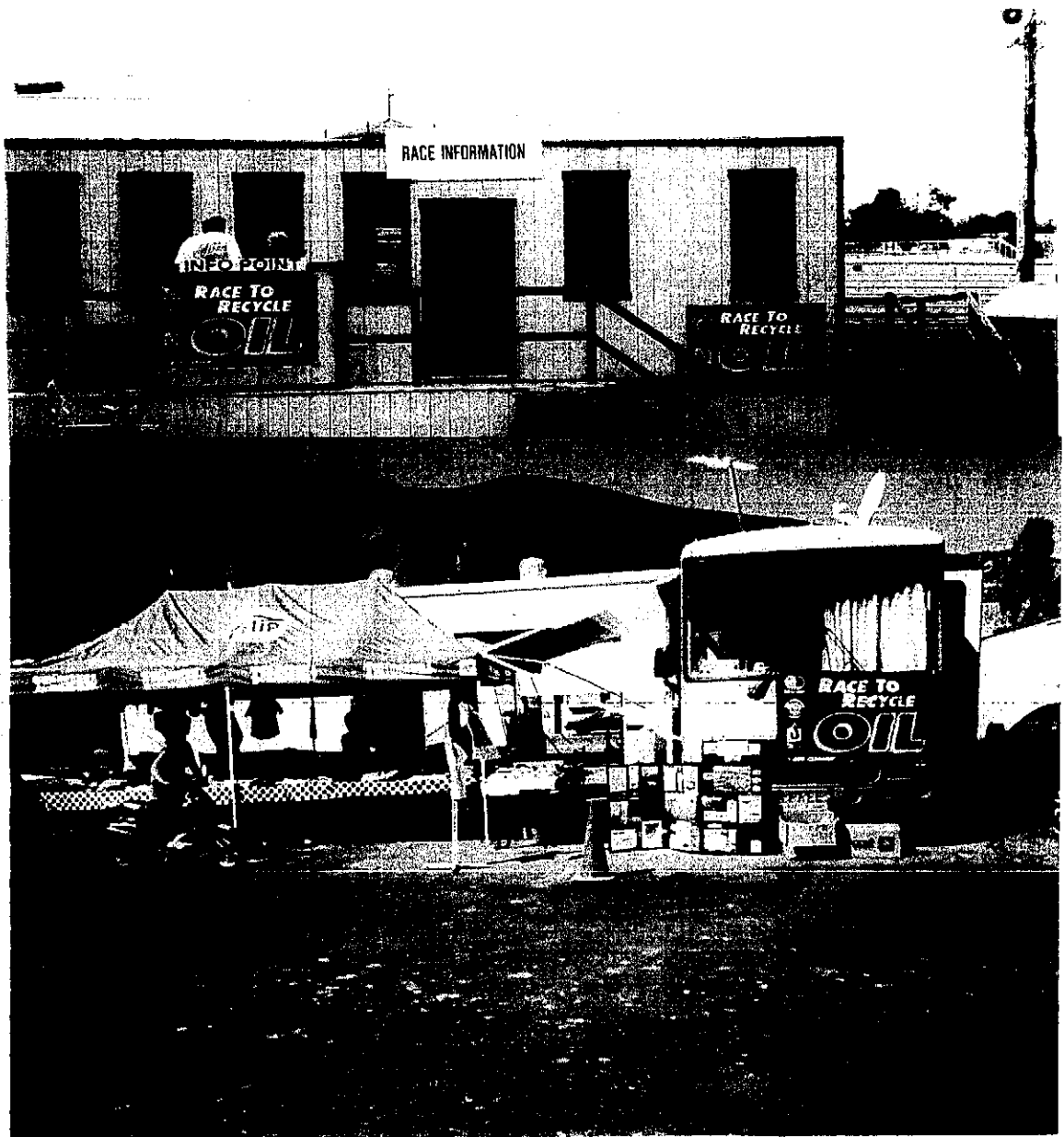


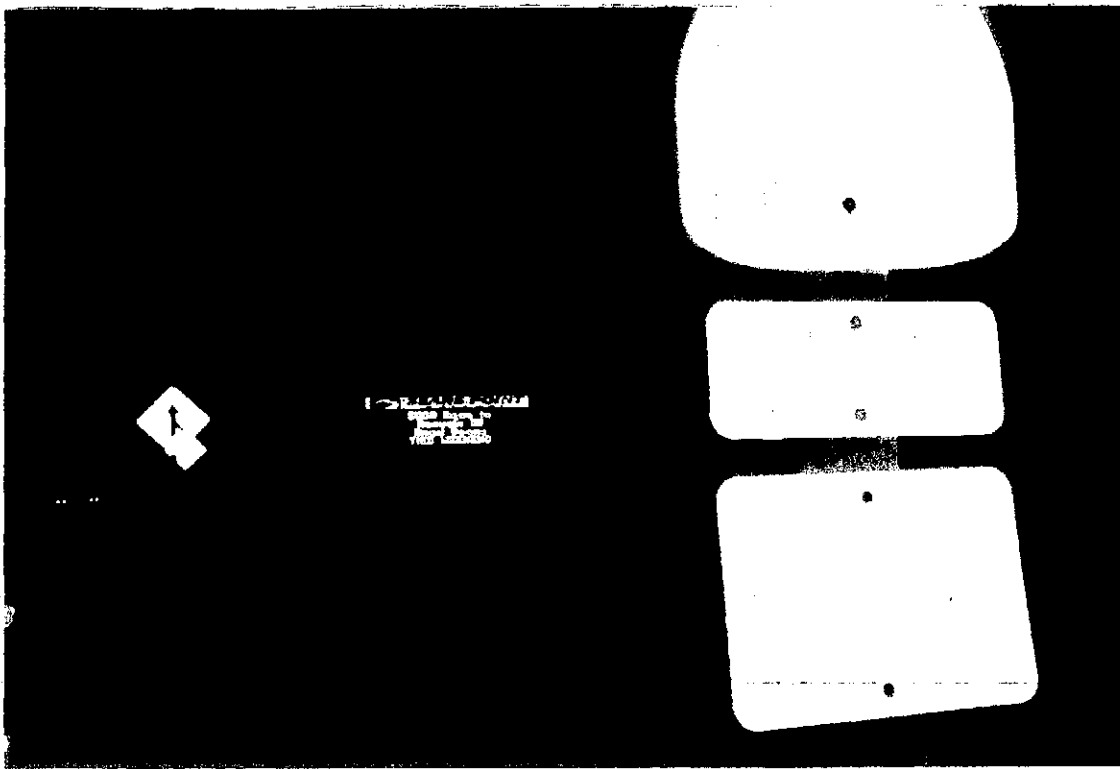
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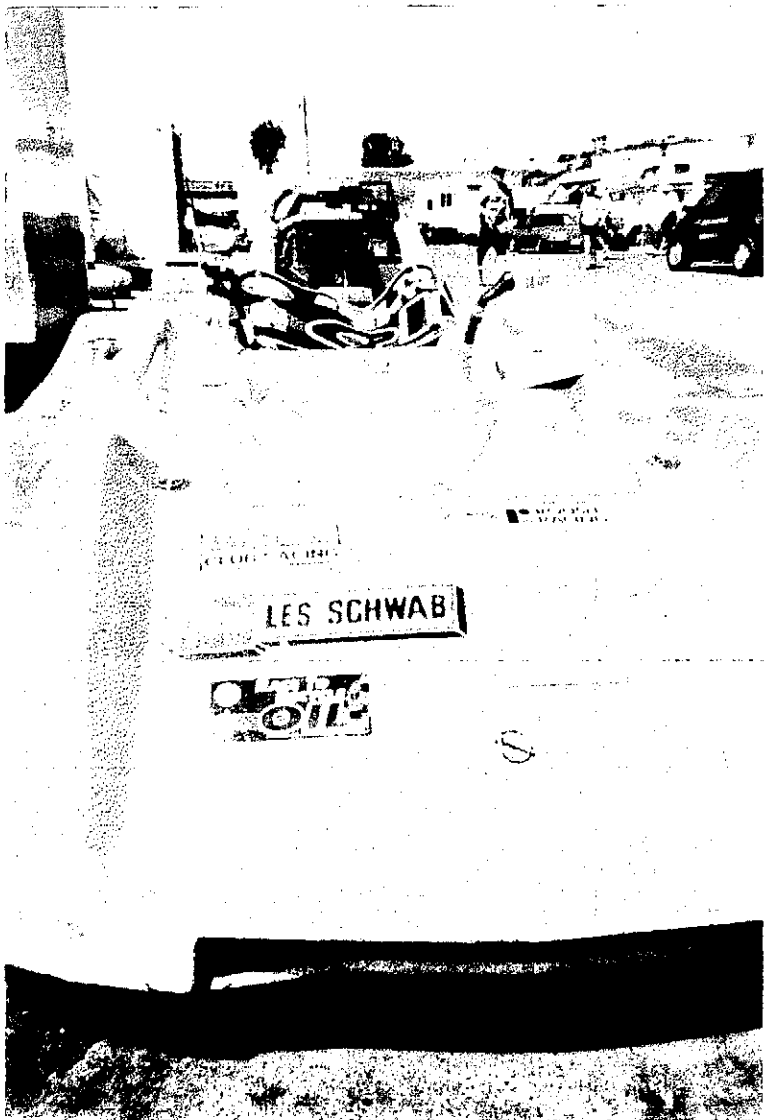




HIGH VISIBILITY SIGNAGE



USED OIL COLLECTION CENTER



RACE TO RECYCLE OIL DECAL
ON CAR

SPORTS CAR CLUB OF AMERICA (SCCA)
"RACE TO RECYCLE OIL" Campaign
Contract #UNP4-00-3310

Progress Report #1

November 1, 2000 – April 30, 2001

During the first reporting period for the Sports Car Club of America's Race to Recycle Oil series, a new season has kicked off with renewed vigor! The used oil and filter recycling message continues to get incredible exposure from banners, decals, patches and information booths bearing the Race to Recycle Oil message.

Through positive, repetitive and creative exposure, the Race to Recycle Oil program continues to shine. Our team hopes that the Race to Recycle Oil program will serve as a unique model for others to follow in the effort to creatively deliver the oil and filter recycling message!

Activity 1A: Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".

We have succeeded in putting together the sponsorship title rights series for "Race to Recycle Oil." The 2001 event schedule is complete and is enclosed for review. Each race event is at least two days, providing maximum exposure for the "Race to Recycle Oil" series. The first day of the event racers, crew, club members and spectators register at the registration booth. The SCCA rules are disbursed, the "Race to Recycle Oil" deliverables such as patches and bumper stickers are provided to the racers, and the qualifying races begin. Several SCCA Race to Recycle Oil banners were placed in high visibility areas around the track.

The season opener of the Regional Series Race to Recycle Oil was held on March 31st and April 1st at Sears Point Raceway. It was the first event for racers and SCCA members on the Race to Recycle Oil series. The next RTRO event was held on April 21st and 22nd at Thunderhill Park. SCCA officials such as David Vodden, Terry Vodden, SCCA Board Members and SCCA volunteers were at both events to coordinate the sponsorships, answer questions, distribute materials, etc. Each race day, throughout the day, "Race to Recycle Oil" announcements were made by the race announcers. This provides up-to-date information to the racers, crew, club members and spectators regarding the "Race to Recycle Oil" sponsorship.

Activity 1B: Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.

We have completed the road racing series event schedule for 2001. The "Race to Recycle Oil" message, logo and the CIWMB used oil logo are included on all of the information that is addressed to the racers, crew and SCCA club members. The Title Rights name is also incorporated in the SCCA San Francisco Region calendar that is enclosed in this progress report. The calendars continue to be disbursed to the racers for the race season via mail and on-site distribution. The calendars and schedule of events for the specific race day will also be distributed before each race and throughout the 2001 race season.

Activity 1C: Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.

A series of pre-event press releases were faxed and distributed to various racing publications and media contacts. All of the pre-event press releases include the "Race to Recycle Oil" title and sponsorship message- "Recycle oil at the race track and at all certified centers." So far we have included the "Race to Recycle Oil" message in the SCCA's newspaper, The Wheel as advertisements as well as articles detailing the road racing series. The "Race to Recycle Oil" message and slogan will be placed in upcoming press releases and media packets.

Activity 1D: Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.

All race event schedules, flyers, and premiums produced to date include the "Race to Recycle Oil" logo and slogan. A sampling of the emblems and patches produced under the original Race to Recycle Oil grant are included in this report. Participant pins (samples included in this progress report) display the recycle oil message and are given to participants in the regional races.

Activity 1E: "Race To Recycle Oil" logo and message on all banners displayed at the raceways.

The SCCA and Ross-Campbell added the "Recycle Used Oil Filters" logo for the series' new set of banners. The design was decided and submitted for the Waste Board's approval. The CIWMB approved the logo and banners along with other deliverables. Banners were produced in February and available for disbursement at Thunderhill Park racetrack.

Banners were unveiled at the March 17-18, 2001 Regional Series Season Opener at Thunderhill Park. The banners at all events are placed in highly visible

tent and track areas, including the SCCA booth. Eight banners were produced and measure 4' high by 6' long. The banners are continually placed in visible spots at the racetracks; the registration booth, SCCA booth, along the fence of the track, and surrounding the concession stands. Enclosed are photographs that show the banners displayed around the racetrack. The banners will regularly be transported and displayed at all upcoming race events.

Activity 1F: Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.

Free media is an on-going activity that will be conducted throughout the grant cycle. As the races occur, we may receive some media coverage-intensifying our public efforts. We will continue to include the "Race to Recycle Oil" message in all of the articles that appear in the Sports Car Club of America's newspaper-The Wheel. Enclosed are articles that were published in The Wheel depicting the "Race to Recycle Oil" sponsorship race series. The Wheel will be an ongoing source to provide up to date information pertaining to recycling used oil at the track.

Activity 2A: Inclusion on the SCCA Web site with current updates and links to CIWMB

The web site for the San Francisco Region of the SCCA includes all the details of the Race to Recycle Oil series. The Race to Recycle Oil portion has been available since January, 1999. It can be accessed at:

[http://www.sfrscca.org/Race to Recycle](http://www.sfrscca.org/Race%20to%20Recycle)

The web site displays the "Race to Recycle Oil" logo and current information about the race series. This site averages approximately 20,000 hits per day. It presently provides detailed information regarding the "Race to Recycle Oil" race series, schedules, information about the CIWMB, certified used oil collection centers, re-refined oil, used oil publications and much more. David Vodden will continue to oversee and work with the webmaster updating the web site with new information. Enclosed in this progress report is a printout from the web site home page.

Activity 2B: Provide bumper stickers on competing race cars with the used oil message.

A re-print of 5,000 bumper stickers/decals was produced in March. A bumper sticker is enclosed with this progress report. The "Recycle Used Oil Filters" logo was added to enhance the Race to Recycle Oil message. Bumper stickers were

distributed to the racers beginning in early March and were handed out to racers and placed on their race vehicles at the Season Opener, at Sears Point on March 31st and April 1st.

Each racer is given three bumper stickers to be placed on their vehicles. A brief explanation of the race series is explained to each racer as the stickers and emblems are distributed to the participants. The race series is also explained in detail throughout each monthly edition of The Wheel. Enclosed in this progress report are pictures highlighting the race events and cars displaying the decals.

Activity 2C: Patches for participants' uniforms, including drivers.

Patches from the original grant are still utilized by drivers. A possible new series of patches may be manufactured for next season. An original total of 1,600 patches with the slogan-SCCA, RACE TO RECYCLE OIL were produced and 1,500 patches with the slogan-RECYCLE USED OIL and the CIWMB oil logo. All drivers competing in the "Race to Recycle Oil" series along with the participating crew are required to affix the patches to their uniforms. The drivers are very pleased to place the patches on their uniforms.

Activity 2D: "Race to Recycle Oil" inclusion on all television and/or event coverage.

Press releases were distributed to various publications and news departments. The press release is intended to promote the "Race to Recycle Oil" series and bring media to the race events. There will be an on-going push throughout the grant cycle to garner media for the coverage of the events throughout 2001 - 2002.

Activity 2E: On-site promotion of used oil and used oil filter recycling at all racing events.

Announcements about the Race to Recycle Oil series is provided throughout the race event day over the loud speakers. These announcements provide information about the series to over 3,000 racers, crew, volunteers and spectators. The slogan and message is broadcast to promote the importance of recycling used oil at all certified centers; at the track and at home. This message is constantly announced during the race events. If racers have questions, they are directed to the SCCA/ "Race to Recycle Oil" information booth.

Each track has a center for recycling used oil. Thunderhill Park has a state-certified used oil recycling center which annually recycles several hundred gallons of used oil. As the awareness of the message "recycle used oil at the

track" intensifies, we will document the additional gallons recycled and record this advancement in future progress reports.

Racers and crew members are becoming more aware about recycling their oil at the track. The logo itself found on banners, stickers, patches and throughout The Wheel, are extremely beneficial in spreading the used oil recycling message. The deliverables create an impressionable, visual reminder that recycling used oil is the right thing to do. The SCCA members and drivers are enthusiastic about the Race to Recycle Oil sponsorship and their involvement with the Waste Board's educational program.

Activity 2F:

20 "Race to Recycle Oil" sponsorship race event days at Sears Point Raceway

14 "Race to Recycle Oil" sponsorship race event days at Laguna Seca Raceway

20 "Race to Recycle Oil" sponsorship race event days at Thunderhill Raceway

Race event sponsorships are underway for this grant cycle. SCCA personnel are constantly available during events to disseminate information about the Race to Recycle Oil program, hand out promotional items, information flyers, make announcements regarding used oil and filter recycling locations, and more.

Announcements are made on a consistent basis throughout events to inform the audience, race drivers and the pit crews about the Race to Recycle Oil program. Banners are prominently displayed around the race areas to promote this program.

Races run so far include:

Season Opener March 31st and April 1st at Sears Point Raceway

Regional Series April 21st and 22nd at Thunderhill Park

Activity 3A: Design brochure/flyer for the "Race To Recycle Oil" program.

A brochure describing the Race to Recycle Oil program has been drafted and tentatively approved by SCCA and the CIWMB. The brochure text includes a description of the program, funding sources, significant information pertaining to recycling used oil and filters, the use of re-refined oil, and the functions of the SCCA. Included in this brochure is a survey designed to ascertain the level of knowledge about this program to track outreach efforts. The survey will be printed on a perforated postcard. This will allow survey takers to mail the card in


←
Survey
←

and data to be collected. The brochure is slated for design and printing in the coming month.

Activity 3B: Set up/staff tabletop display or booth at all racing events.

The SCCA booth is set up at all racing events. The booth area includes two 10'x10' tents with tables set up under the tents. SCCA tee-shirts, sweatshirts, and shirts are on display and for sale. This booth attracts between 1,000-5,000 racers and spectators at each race event depending on the venue. This booth is also serving as one of the distribution sites for the "Race to Recycle Oil" deliverables.

An EZ-Up 10' x 10' portable tent was produced under the previous grant. The EZ-Up tent accommodates a black canopy with the "Race to Recycle Oil" and CIWMB oil logo screenprinted on four sides in three colors. The tent's framework also includes a connected, hanging backdrop with the "Race to Recycle Oil" imprinted logo. This tent is easily seen and utilized by racers, crew members and spectators at all events and has become a highly visible vicinity for the "Race to Recycle Oil" campaign.

As a future activity for this grant phase, the SCCA may design and construct a portable educational display. This display would educate viewers about used oil and filter recycling, the proper disposal of other automotive fluids and information on re-refined oil use in the race series. 

Activity 3C: Distribute State and/or local educational materials and premiums at all events.

Local government assistance regarding the gathering of existent used oil educational materials is very positive. Distribution of these educational materials occurs at the Race to Recycle Oil tent. These informational brochures serve as materials that answer questions for racers, crew members and spectators about where in their city or county they can recycle their used motor oil. Announcements throughout the day at the race events also remind people to visit the tents for more information.

Activity 3D: Encourage and advance the use of on-site used oil recycling facilities and encourage the use of re-refined oil in race vehicles.

The "Race to Recycle Oil" logo on banners, bumperstickers, emblems and utility stickers at each race is a visible reminder to the racers, participants, and spectators that recycling used oil at the racetrack is important, easy and convenient. The used oil recycling facilities set up at each racetrack are currently recovering several hundred and several thousand gallons of used motor oil per

year. (Please see activity 3A.) These recycling facilities are promoted by the SCCA workers and volunteers. Questions are being answered at the SCCA tent and SCCA volunteers remind people to recycle their used motor oil. Throughout the race event, announcements are made over the loudspeakers reminding racers about the Race to Recycle Oil event series and the particulars of the used oil recycling message. Photographs included in this progress report show the tent set up near the oil recycling center at the racetrack for maximum exposure.

Activity 4A: VIP hosting of State and local agencies during selected race events.

State and local agencies are encouraged to attend the SCCA race events. A VIP event is tentatively scheduled for the early part of the 2002 race schedule. Representatives from the California Integrated Waste Management Board as well as local city and county agencies will be invited to attend the "Race to Recycle Oil" series special day. This will give the SCCA a chance to give an overview of the activities that go on at the Race to Recycle Oil race events.

In addition, the three racetrack boundaries incorporate large regions that include many city and county areas. The immediate counties that will draw participants and spectators to the three tracks are: Thunderhill Park-Glenn County, Butte, Tehama, Colusa, Yolo, Yuba, Sacramento; Sears Point-Napa, Marin, San Francisco, Sonoma and Solano Counties, and Laguna Seca- Monterey, Santa Cruz, Salinas, Santa Clara Counties. Participants in the San Francisco Region of the SCCA come from a wide range of California cities. We will provide materials and information for those areas that encompass the racetracks as well as consistently refer others to the 1-800-CLEANUP campaign.

The SCCA wants to encourage participation from these localities, expanding the efforts that the SCCA is currently engaged in. Contacting the proper city and county coordinators will be our ensuing efforts. Exchanging ideas from each local level will broaden the perspective of oil recycling education.

We will also invite recycling coordinators who are interested in volunteering at the SCCA/Race to Recycle Oil booth and exchange public outreach information from the local perspective. Introducing various coordinators to the SCCA program will encourage a broad exchange of ideas that will be an addition to our used oil recycling efforts.

Activity 4B: Access for State, Counties and Cities personnel and VIP's to promote used oil and used oil filter recycling.

Access to the SCCA motor sports events involves signing in at the track gate. Participants then have access into the parking area and into the race event.

Registration at the main SCCA checkpoint is required. If you are a member of the SCCA you must sign in at the registration area, receive your weekend pass, and sign the release and waiver to qualify for SCCA insurance. The SCCA does not charge an admission to the race events.

Activity 4C: Provide access for State, Counties, and Cities to promote used oil and oil filter recycling - an information exchange area to set up exhibits and giveaways promoting their programs.

As part of an effort to include local jurisdictions in the regional Race to Recycle Oil, local used oil programs are always invited to participate in events. The Race to Recycle Oil booth provides a location to include education and outreach materials pertaining to local programs. Area recycling coordinators and others are welcome to staff the booth with SCCA personnel to talk about specific local programs and concerns with those who visit the booth.

As part of the overall Race to Recycle Oil program, local jurisdictions recycling officials will be invited to participate in a Local Government day at the races. The date for this event is TBA.

Activity 5A: Inclusion of "Race To Recycle Oil" message on all premium items.

(Please see Activity 2C)

Racing suits and racing gear are embellished with the "Race to Recycle Oil" patches. Every racer is required to put the patches on their suits. This promotes high visibility for the recycling series. The "Race to Recycle Oil" design is also incorporated on the event tee-shirts. These tee-shirts are being worn by racers, crew, families and friends at the events. An estimated impression from this apparel is 10,000 and an equal or greater number of secondary and tertiary impressions as the apparel is worn outside the race environment. Photos are enclosed.

Activity 5B: Production of race series t-shirts, hats, visors, landiers and other giveaway items.

The use of race series t-shirts, hats, visors and other items has proven to be very popular with race attendees. Not only do these items prominently display the Race to Recycle Oil message, they present an excellent opportunity to make lasting, consistent impressions over time. The fans, racers and others who attend these races wear these apparel items on a weekly basis. Not only is the Race to Recycle Oil message prominently displayed, but so are things such as the 1-800-CLEANUP number and the SCCA website.

Activity 5C: Special "Race to Recycle Oil"/ Re-refined oil race Event

This event will heavily promote the use of re-refined oil in the race cars as well as personal vehicles. There are several cars in the series which routinely use re-refined oil that can be prominently displayed at the event. A date for this event as yet to be determined.

Activity 6A: Sponsorship of year-end banquets in 2001& 2002.

The yearly banquets for SCCA membership are an excellent opportunity to give a high-profile push to the Race to Recycle Oil series. Awards will be given highlighting participating in the Race to Recycle Oil series and information disseminated. Dates for these events will be forthcoming.

Activity 6B: Sponsor banners in ballroom.

Display of the Race to Recycle Oil banners at year-end SCCA banquets will again highlight the importance of the Race to Recycle Oil series. Dates for these events will be forthcoming.

Activity 6C: Sponsor promotional material distribution of "Race To Recycle Oil".

Activity 7A: CIWMB guests included in banquets and ceremonies.

As part of the effort to include CIWMB guests in the Race to Recycle Oil, appropriate representatives will be invited to attend banquets and ceremonies. An effort has been made at this time to include CIWMB members in a VIP race event. Thus far, a date may be scheduled for this event in Spring of 2002. A schedule of banquets and ceremonies will be forwarded to assist in scheduling these events.

Activity 7B: Print editorial / advertising as opportunities are presented.

Several in-depth articles were written defining the "Race to Recycle Oil" series and placed in the SCCA's newspaper, The Wheel, and Racing Wheels Newspaper. Ads were placed in The Wheel promoting the Season Opener at Sears Point on March 27. All have promoted the environmental message of recycling used oil at the racetrack.

Enclosed is The Wheel full of articles that were published depicting the "Race to Recycle Oil" sponsorship race series. The Wheel will be an ongoing source to

provide up to the minute articles and information pertaining to recycling used oil at the track.

Activity 7C: Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.

(See Activity 3A)

Inclusion of a survey instrument on the proposed informational brochure will greatly assist in gathering pertinent information to assess and evaluate the Race to Recycle Oil program. In addition to the survey instrument included on the brochure, a recommended outline for a survey has been included in the CIWMB Oil Networker informational newsletter. It requests that local jurisdictions statewide ask those who drop oil off at certified sites have heard of or were influenced by the Race to Recycle Oil message.

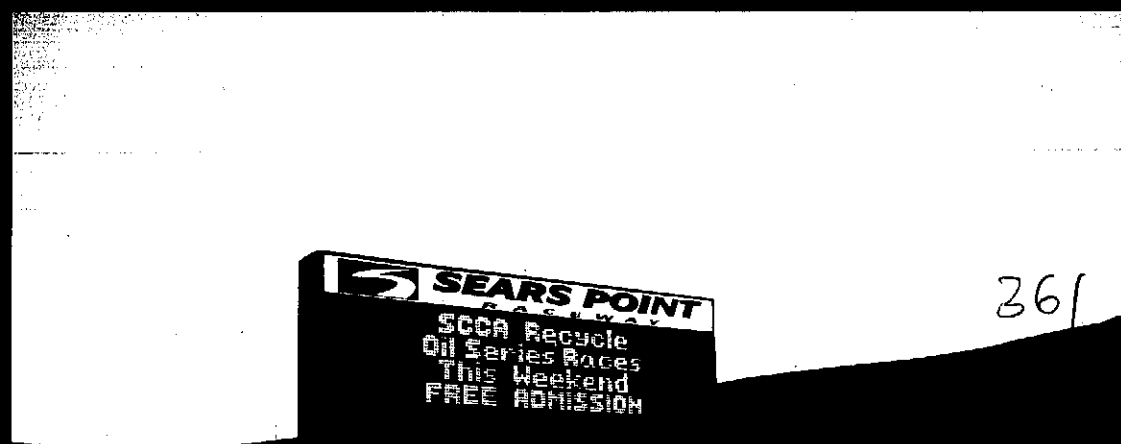
The data and impressions extrapolated from these surveys will be presented in report form for the final report of the grant period ending November 2002.

Activity 7D: Editorials / features in all media (print and broadcast) that covers the SCCA events,

The SCCA's newspaper, The Wheel has published various articles, ads, and features on the "Race to Recycle Oil" series. Enclosed are copies of The Wheel that includes several articles. Please refer to descriptions in Activities 1F and 6B. Editorials and features that are generated over the next several months will be included in future progress reports.

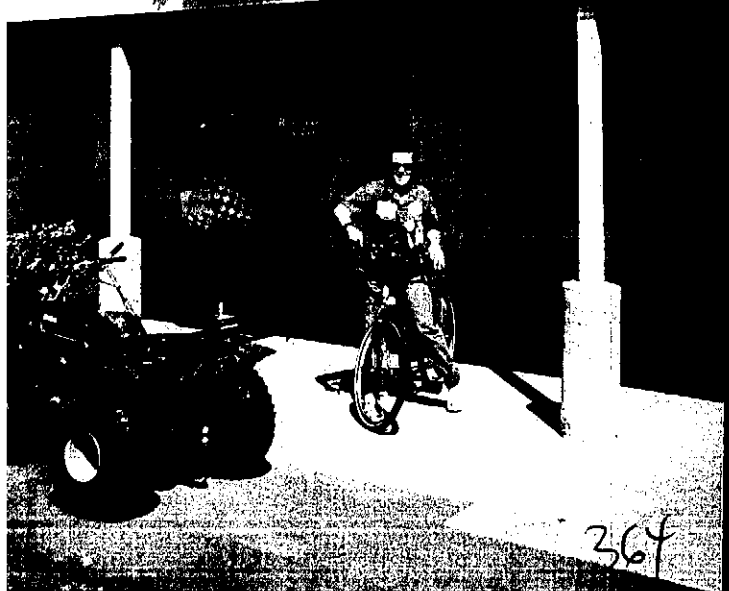
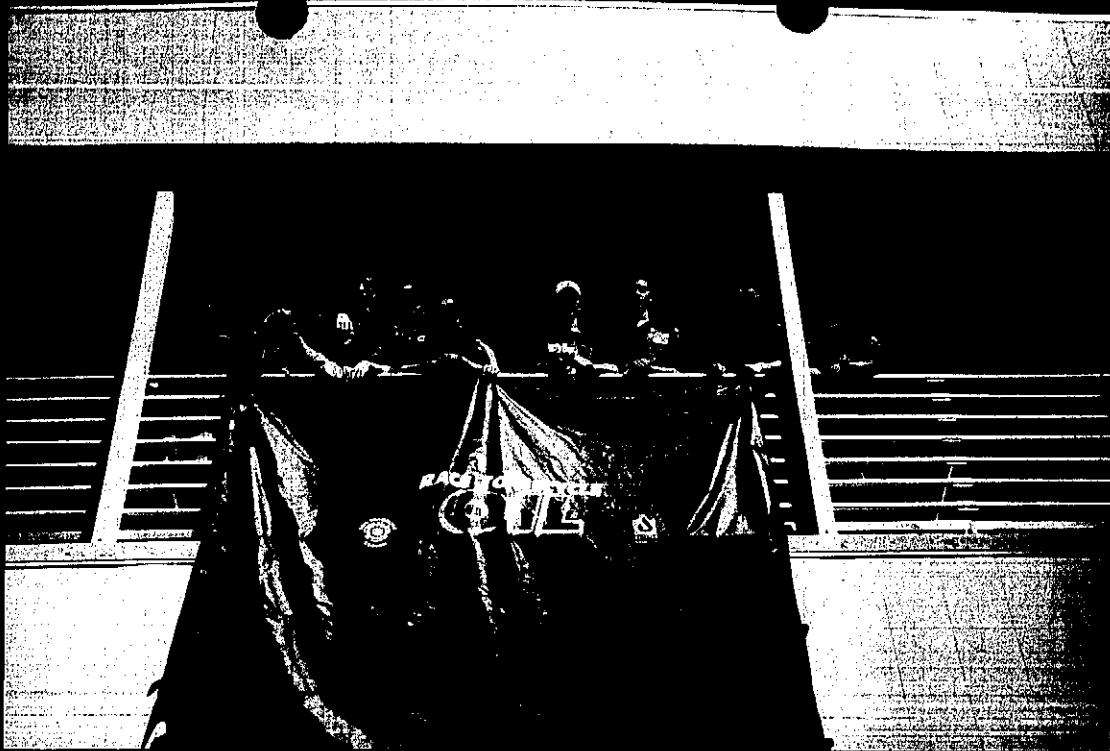
Activity 7E: A series of display advertisements (12 in all) in each issue of The Wheel. Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.

The Wheel is the official publication of the San Francisco Region of the SCCA. It is mailed to SCCA members and subscribers. The Wheel is produced monthly. The Wheel is made up of over 28 pages per issue on a 11"x 17" format. The newspaper is abundant with SCCA race event dates, articles, stories, ads, and information surrounding the SCCA-Race to Recycle Oil series. The "Race to Recycle Oil" series has been promoted throughout the newspaper since October, 1998. Enclosed are several articles, ads, and event schedules surrounding the "Race to Recycle Oil" series that were produced.











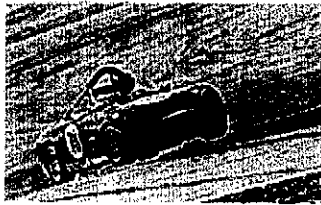
San Francisco Region



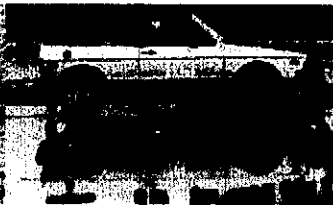
Home Join SCCA Road Racing Solo2 Officials



"Join SCCA to recycle oil in the race to keep California clean".



Turnbull Motorsports Photography



Jim Williams Photo



John Blakemore Photo

What's New!

[Join the Fun...](#)
[Join SCCA!](#)

[2001 Calendar](#)

[Hot Topics](#)

[The Front Office](#)

[Road Racing](#)

[Solo2/Autocrossing](#)

[Street School](#)

[Race Officials and Volunteers](#)

[SFR Web Links](#)

[Thunderhill Park](#)

[In Memory Of...](#)

[The Web Team](#)

[Search Our Site](#)

Be a participant --- not just a fan!



The San Francisco Region of the SCCA organizes and operates motorsport activities in the Northern California region.

Our interests include [Road Racing](#), [Solo2/Autocross Time Trials](#), [Vintage Racing](#), and the classic shows with [Concours D'Elegance](#).

Boasting a club membership of over 4,000 strong, SCCA's largest region operates both low and high speed events at sites throughout Northern California, nearly all year round.

Low speed event venues like Alameda NAS, Candlestick Park, Oakland Coliseum, Cal

Expo and others, challenge and prepare members for the flat-out-high-speed, wheel-to-wheel, Road Racing tracks of [Thunderhill Park](#), [Sears Point Raceway](#), and [Laguna Seca Raceway](#).



HOT NEWS!

[Double Regionals Laguna Seca 6/8-10 Entry Lists](#)

[Double Regionals Laguna Seca 6/8-10 Schedule](#)

[41st Annual RoseCup Races](#)

[Website Traffic Report](#)

[What's New?](#)

Contact the SFR Web Team

Automatic notification of changes!

Microsoft Internet Explorer 4.0+ Users only

[Add Active Channel](#)

[Add the SFRSCCA Active Channel](#)

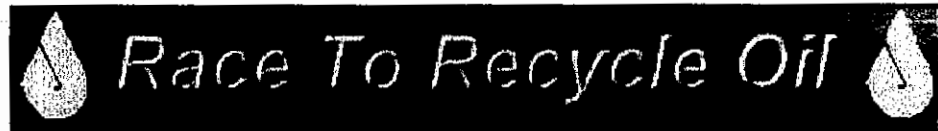
Note: Current Active Channel Users:
You will need to "Refresh" the SFR channel to update it for the new site design!





The SFR owns and operates our own race track at Thunderhill Park in Willows, CA. Available for club events, public and private testing, and film production, year round the 3.0 mile course is multi-dimensional and multi-use. More....

Go Racing With Us! From Autocross and Street Schools to Road Racing and Race Officials, there are activities to match everyone's interests and budget.



San Francisco Region
Sports Car Club of America
P.O. Box 966
Willows, CA 95988
Toll Free: (888) 995-SCCA

C
 24 hr
 24 hr Worker Hc
 Office Email
 Webmaster Email: we

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**San Francisco Region**[Home](#)[Join SCCA](#)[Road Racing](#)[Solo2](#)[Officials](#)

!

[Back](#)[About the Series](#)[2001 Schedule](#)[Re-Refined Oil](#)[Collection Centers](#)[Publications](#)

San Francisco Region Race to Recycle Oil Series



The San Francisco Region SCCA and the California Integrated Waste Management Board have united efforts to spread the used oil recycling message.

Race to Recycle Oil will help promote the recycling of used motor oil at all Certified Centers. Certified Centers are conveniently located at several tracks including Sears Point, Laguna Seca and Thunderhill.

The Race to Recycle Oil series will help to remind drivers, crew members, and spectators to recycle used oil responsibly at the track and at home. Proper disposal of used oil is critical to protecting our environment.

It's easy to recycle used oil!

-
- ◆ [Make A Change For The Better! Re-refined Oil](#)
 - ◆ [About the Race to Recycle Oil Series](#)
 - ◆ [2001 Race to Recycle Oil Series Schedule](#)
 - ◆ [California Integrated Waste Management Board
Used Oil Recycling Program](#)
 - ◆ [Used Oil Collection Centers](#)
 - ◆ [Used Oil Publications](#)

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San Francisco Region
Sports Car Club of America
P.O. Box 966
Willows, CA 95988
Toll Free: (888) 995-SCCA

C
24 hr
24 hr Worker Hc
Office Email
Webmaster Email: we

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RACE TO RECYCLE OIL

SCCA REGIONAL SERIES 2001

LAGUNA SECA

- July 13-15
Regional/National

The SCCA and the California Integrated Waste Management Board continues the efforts of Race to Recycle Oil!

SEARS POINT RACEWAY

- July 7-8
Regional
- August 24-25
Regional/National

There are used oil recycling locations at Sears Point, Laguna Seca, and Thunderhill Park. Race to Recycle Oil series reminds drivers, crew members, and spectators to responsibly recycle used motor oil and oil filters at the track and at home.

THUNDERHILL

- August 4-5
Regional

Just locate the on-site used oil recycling facility at one of the tracks or call 1-800 CLEANUP for a certified collection center near you.

Used motor oil should never be:

- Poured Down A Drain Or On The Ground
- Put In The Garbage
- Burned



For more information, stop by the Race to Recycle Oil tent or contact Thunderhill Park at 530-934-5588.

www.sfrscca.org

www.ciwmb.ca.gov

www.1800cleanup.org



Funded by a grant from the California Integrated Waste Management Board

3201
Approved
Gallagher

370



USED OIL FILTERS



RECYCLE
USED OIL

RACE TO RECYCLE

OIL

Funded by a grant from the California Integrated Waste Management Board

RACE TO RECYCLE OIL PRESENTS

SFR 48th SEASON OPENER

Sears Point Raceway - Sonoma, CA

Conducted by the San Francisco Region - Sports Car Club of America

MARCH 31-APRIL 1, 2001

Sanction #01-

SCHEDULE OF EVENTS

REGIONAL

SATURDAY - MARCH 31

7:00 - 12:00 Registration open
7:30 Tech open
8:30 - 9:50 Practice Groups 1, 2, 3, 4 (20 min)
Feed on, Feed off
10:05 - 11:05 Practice Groups 5, 6, 7 (20 min)
Feed on, Feed off
11:20 - 12:20 Practice Group 1, 2, 3 (20 min)
Feed on, Feed off

12:20 - 1:20 LUNCH

MANDATORY DRIVER'S MTG - See below*

1:20 - 2:40 Practice Groups 4, 5, 6, 7 (20 min)
Feed on, Feed off
2:50 - 3:10 Qualify Group 1
3:20 - 3:40 " " 2
3:50 - 4:10 " " 3
4:20 - 4:40 " " 4
4:50 - 5:10 " " 5
5:10 - SCCA Social open to all
members and guests

SUNDAY - APRIL 1

7:30 - 11:00 Registration Open
8:00 - Tech Open
7:15 - Chapel Service
8:30 - 8:50 Qualify Group 6
9:00 - 9:20 " " 7
9:35 - 10:05 RACE Group 1 (Splt Strt RX7)
10:20 - 10:50 RACE Group 2
11:05 - 11:35 RACE Group 3
11:50 - 12:20 RACE Group 4
12:20 - 1:20 LUNCH
1:20 - 1:50 RACE Group 5 (Splt Strt ITC)
2:05 - 2:35 RACE Group 6
2:50 - 3:20 RACE Group 7 (Splt Strt FV)
3:35 - Contingency Dash 1, 2, 3, 4 (8 Laps each)
(Not to exceed 15 min)
5:05 - SCCA Social open to all members and guests

OFFICIALS OF THE EVENT

Chief Steward	Al Brizzard
Safety Steward	Bill Blake
Chairman, SOM	Gary Meeker
Stewards of the Meet	Dave Dodds
	Paul Helberg
	Edgar Panton
	Dick Templeton
Operating Steward	Larry Albedi
	Jerry Casini
	Stan Laskin
Sound Steward	Barbara McClellan
Tech Steward	Hal Cope
	Clint deWitt
Driver Advocate	Don Seike
Race Chairman	Carl Mofield
Chief Registrar	Trish Duarte
Chief Scrutineer	John Shetler
Chief T&S	Sheila Bass

TRANSPONDERS REQ. ALL CLASSES

REGIONAL GROUPS & CLASSES

Group 1 T1, T2, SSA, SSB, SSC, ITD, PE, ITE, RX7
Group 2 DSR, CSR, FASR, FA, S2, SS2, FM, FC
Group 3 GT1, GT2, GT3, GT4, GT5, HP, GP, FP,
EP, SP, AS, GTA, BG
Group 4 FF, SF, CF
Group 5 ITS, ITA, ITB, ITC, SM
Group 6 SRF
Group 7 FV, F500, FB

*Mandatory Driver's Mtg for all registered
Competitors/Entrants in Group 1-Roll call will
be taken. Failure to attend will result in loss of
regional points for this event.

In order to maximize track time for all competitors, the SFR BoD has directed the Stewards to modify the schedule due to on-track incidents. The schedule will be corrected at the expense of the offending group.

02-08-01 cw

WELCOME TO THE 2001 RACE TO RECYCLE OIL RACING SEASON FOR THE SAN FRANCISCO REGION OF THE SPORTS CAR CLUB OF AMERICA!

This booklet contains the 2001 Supplemental Regulations for what promises to be another great year of SCCA Club Racing! Please take the time to read and review this material and use this booklet to plan your 2001 racing adventures with the Region. There are only a few changes from years past. Other references include the Regional Class rules and the SCCA General Competition Rules. These are available for a fee from the Club office.

Transponders are required for all classes. They are available from the Club office for \$285 hardware and \$315 for the rechargeable unit. Rental units are also available at the track from T&S for \$50 per weekend.

The biggest news and the item you will refer to most often is the 2001 Schedule. This year's schedule is excellent. We will start the Race to Recycle Oil Racing series this year at Sears Point on March 31-April 1. Three weeks after we will see a Regional at our own track, Thunderhill, on April 21-22 weekend. Two weeks later we will move to the very popular Laguna Seca on May 5-6. The three-day "Double Regional" at Laguna on June 8-10 will fill the first half of the year. July 7-8 Regional at Sears followed by the Regional/National at Laguna the next weekend will keep your wheels turning. Our next opportunity will be August 4-5 at Thunderhill with a Regional/National at Sears the weekend of August 24-25. September will be a one-weekend outing with the 22-23 Regional at Thunderhill. October will begin with a double points Regional at Sears and end the month with the PCRRC/Enduro at Thunderhill the weekend of the 26-28. Last but not least will be the Vintage race at Laguna on November 3-4.

All 2001 Class Champions will have a chance at winning valuable prizes in the "Champions drawing" to be held at the Awards Banquet. Remember you must be present to win. A year of Free Regional Race Entries and a year of Free Open Testing at Thunderhill Park will be two of the top prizes on the awards list.

POINTS will be awarded for Regional races and contingency dashes. Check this section to understand how points are earned. Each driver automatically drops his/her lowest point race. This means everyone chasing a class title can have one bad day and still win! The Championship Awards Program recognizes classes where there is significant competition. (See the minimum five (5) race rule.)

ROOKIE OF THE YEAR. The title of 2001 Rookie of the Year will be awarded to the best NEW driver based on results and performance. Rookies must be first year competitors.

SPECIAL EVENTS in 2001 will include the Pacific Coast Road Race of Champions combined with an Enduro the last weekend in October at Thunderhill. The objective is to promote the event to the "new" communities that make up the North Valley and get a real spectator show as a result.

Our **NATIONAL** program is one of the best in the country. Three Club Nationals, one at each track starting in March and continuing in July and August, are premier events. Once again the Northwest/Montana Regions will present a Double National Memorial weekend at Thunderhill Park making five (5) Nationals within a short three-hour radius for all Northern California SCCA racers.

OTHER PROGRAMS include our Vintage event March 17-18 and the annual Vintage biggie November 3-4 at Laguna Seca. Remember we also have excellent Solo II programs in the Bay, Sacramento and Fresno areas and an exceptional Concours d'Elegance program.

Finally, and most important, we have an outstanding race official (worker) recruitment, development and licensing program. Once again the number of days demanded in this component of our Club schedule is significant. This has a major impact on our Club race scheduling. Getting workers for our Club races is becoming more difficult. Each one of us who races should recruit new workers. Look at your family, friends, co-workers and crew. There are prime candidates among them. The more involved your people are in the Club, the more they will enjoy it! Finally, if YOU become a worker, you can work those fun NASCAR, CART, ALMS, etc., races for free too!

Club Race Weekend sponsorships are available. **Open Test Days** take place on most Fridays at Thunderhill Park. You can earn free test days and hone your driving skills by being a volunteer instructor at Thunderhill Park Street Schools. We will have meetings with our membership and with our drivers. We have various Socials including the end-of-day Socials and the Annual Awards Banquet.

Our Club office is available to help you and you can help them by using the **WEB page at sfrscca.org** for information including group entries, results, hot topics, permanent numbers, schedules and much more! For licensing and other Club issues you can call Denver SCCA at (800) 770-2055. Please fill out your race entries legibly and completely. Help us help you by using all available resources before calling the Club office. Don't worry about sanction numbers! We will put them in for you in 2001.

HAVE A GREAT 2001 RACE TO RECYCLE OIL RACING SEASON

Steve Archer - Competition Director

Grant Agreement
UNP4-00-3310 and
attached Terms and
Conditions and
Procedures and
Requirements

GRANT AGREEMENT

CIWMB110 (NEW 10/96)

GRANT NUMBER

UNP4-00-3310 Amend #1

NAME OF GRANT PROGRAM

2000/2001 Used Oil Grants for Non-Profit Organizations

GRANT RECIPIENT'S NAME

Sports Car Club of America

TAXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER

94-132-6539

TOTAL GRANT AMOUNT NOT TO EXCEED

\$199,860.00

TERM OF GRANT AGREEMENT

FROM: November 1, 2000

TO: April 30, 2003

THIS AGREEMENT is made and entered into on this 15th day of August, 2002, by the State of California, acting through the Executive Director of the California Integrated Waste Management Board (the "State") and Sports Car Club of America (the "Grantee"). The State and the Grantee, in mutual consideration of the promises made herein, agree as follows:

The above referenced agreement is amended as follows:

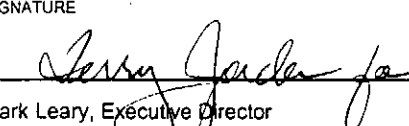
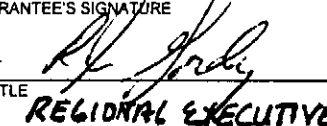
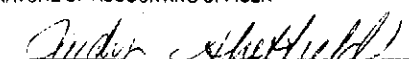
Grant term is extended to April 30, 2003

All other terms and conditions remain the same.

Exhibits A, B, C and D attached hereto and the State approved application are incorporated by reference herein and made a part hereof.

The State agrees to fund work done by the Grantee in accordance with this Agreement up to the Total Grant Amount Not to Exceed specified herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the dates entered below.

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD		GRANTEE'S NAME (PRINT OR TYPE) Sports Car Club of America	
SIGNATURE - 		GRANTEE'S SIGNATURE - 	
Mark Leary, Executive Director	DATE 9-12-02	TITLE REGIONAL EXECUTIVE (Authorized representative)	DATE 8/25/02
		GRANTEE'S ADDRESS (INCLUDE STREET, CITY, STATE AND ZIP CODE) P.O. Box 966 Willows, CA 95988	
CERTIFICATION OF FUNDING			
AMOUNT ENCUMBERED BY THIS AGREEMENT \$0.00	PROGRAM/CATEGORY (CODE AND TITLE) 2000/2001 Used Oil Grants for Non-Profit Organizations		FUND TITLE CA Used Oil Recycling
PRIOR AMOUNT ENCUMBERED FOR THIS AGREEMENT \$199,860.00	(OPTIONAL USE)		
TOTAL AMOUNT ENCUMBERED TO DATE \$199,860.00	ITEM 3910-502-0100	CHAPTER 52	STATUTE 1995
	FISCAL YEAR 2000/2001		
	OBJECT OF EXPENDITURE (CODE AND TITLE) 1000-15192-418.03		
I hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		T.B.A. NO.	B.R. NO.
SIGNATURE OF ACCOUNTING OFFICER - 		DATE 8/15/02	

GRANT AGREEMENT

CIWMB110 (NEW 10/96)

GRANT NUMBER

UNP4-00-3310

NAME OF GRANT PROGRAM

2000/2001 Used Oil Grants for Non-Profit Organizations

GRANT RECIPIENT'S NAME

Sports Car Club of America

TAXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER

94-1326539

TOTAL GRANT AMOUNT NOT TO EXCEED

\$199,860.00

TERM OF GRANT AGREEMENT

FROM: November 1, 2000

TO: September 30, 2002

THIS AGREEMENT is made and entered into on this 1st day of November, 2000, by the State of California, acting through the Executive Director of the California Integrated Waste Management Board (the "State") and Sports Car Club of America (the "Grantee"). The State and the Grantee, in mutual consideration of the promises made herein, agree as follows:

The Grantee agrees to perform the work described in the Work Statement attached hereto as Exhibit A according to the Budget attached hereto as Exhibit B.

The Grantee further agrees to abide by the provisions of the following exhibits attached hereto:


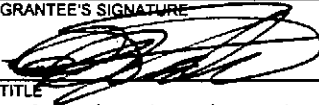
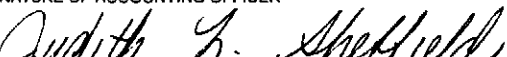
Exhibit C - Terms and Conditions

Exhibit D - Procedures and Requirements

Exhibits A, B, C and D attached hereto and the State approved application are incorporated by reference herein and made a part hereof.

The State agrees to fund work done by the Grantee in accordance with this Agreement up to the Total Grant Amount Not to Exceed specified herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the dates entered below.

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD		GRANTEE'S NAME (PRINT OR TYPE) Sports Car Club of America	
SIGNATURE - 		GRANTEE'S SIGNATURE 	
Karin Fish, Acting Executive Director	DATE 1-25-01	TITLE Project Director (Authorized representative)	DATE 12/15/00
		GRANTEE'S ADDRESS (INCLUDE STREET, CITY, STATE AND ZIP CODE) Post Office Box 966 Willows, CA 95988	
CERTIFICATION OF FUNDING			
AMOUNT ENCUMBERED BY THIS AGREEMENT \$199,860.00	PROGRAM/CATEGORY (CODE AND TITLE) 2000/2001 Used Oil Grants for Non-Profit Organizations		FUND TITLE CA Used Oil Recycling
PRIOR AMOUNT ENCUMBERED FOR THIS AGREEMENT	(OPTIONAL USE)		
TOTAL AMOUNT ENCUMBERED TO DATE \$199,860.00	ITEM JOI 3910-001-0100	CHAPTER 52	STATUTE 1995
	FISCAL YEAR 2000/2001		
	OBJECT OF EXPENDITURE (CODE AND TITLE) 1000-15192-701		
I hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		T.B.A. NO.	B.R. NO.
SIGNATURE OF ACCOUNTING OFFICER - 		DATE 1/12/01	

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GRANT AGREEMENT

CIWMB110 (NEW 10/96)

GRANT NUMBER

UNP4-00-3310

NAME OF GRANT PROGRAM

2000/2001 Used Oil Grants for Non-Profit Organizations

GRANT RECIPIENT'S NAME

Sports Car Club of America

TAXPAYER'S FEDERAL EMPLOYER IDENTIFICATION NUMBER

TOTAL GRANT AMOUNT NOT TO EXCEED

\$199,860.00

TERM OF GRANT AGREEMENT

FROM November 1, 2000

TO September 30, 2002

THIS AGREEMENT is made and entered into on this 1st day of November, 2000, by the State of California, acting through the Executive Director of the California Integrated Waste Management Board (the "State") and Sports Car Club of America (the "Grantee"). The State and the Grantee, in mutual consideration of the promises made herein, agree as follows:

The Grantee agrees to perform the work described in the Work Statement attached hereto as Exhibit A according to the Budget attached hereto as Exhibit B.

The Grantee further agrees to abide by the provisions of the following exhibits attached hereto:

Exhibit C - Terms and Conditions

Exhibit D - Procedures and Requirements

Exhibits A, B, C and D attached hereto and the State approved application are incorporated by reference herein and made a part hereof.

The State agrees to fund work done by the Grantee in accordance with this Agreement up to the Total Grant Amount Not to Exceed specified herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the dates entered below.

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD		GRANTEE'S NAME (PRINT OR TYPE) Sports Car Club of America	
SIGNATURE —		GRANTEE'S SIGNATURE —	
Karin Fish, Acting Executive Director	DATE	TITLE (Authorized representative)	DATE
		GRANTEE'S ADDRESS (INCLUDE STREET, CITY, STATE AND ZIP CODE)	
CERTIFICATION OF FUNDING			
AMOUNT ENCUMBERED BY THIS AGREEMENT \$199,860.00	PROGRAM/CATEGORY (CODE AND TITLE) 2000/2001 Used Oil Grants for Non-Profit Organizations		FUND TITLE CA Used Oil Recycling
PRIOR AMOUNT ENCUMBERED FOR THIS AGREEMENT	(OPTIONAL USE)		
TOTAL AMOUNT ENCUMBERED TO DATE \$199,860.00	ITEM 3910-001-0100	CHAPTER 52	STATUTE 1995
	FISCAL YEAR 2000/2001		
	OBJECT OF EXPENDITURE (CODE AND TITLE) 1000-15192-701		
I hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		T.B.A. NO.	B.R. NO.
SIGNATURE OF ACCOUNTING OFFICER —		DATE	

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EXHIBIT C

TERMS AND CONDITIONS

For Used Oil Nonprofit Grant – Fourth Cycle

The California Integrated Waste Management Board conditioned the award of this Grant upon 1) the return of a complete and signed Grant Agreement; and 2) the full payment of all outstanding debt(s) owed by the Grantee to the Board no later than ninety (90) days from the date of the mailing of this Agreement package by the Board. The grant may not be made if Grantee fails to comply with these conditions.

1. **Definitions.** The following terms used in this Agreement have the meanings given to them below, unless the context clearly indicates otherwise.
 - a. "Board" means the California Integrated Waste Management Board.
 - b. "Executive Director" means the Executive Director of the Board, or his or her designee.
 - c. "State" means the State of California, including, but not limited to, the Board and/or its designated officer.
 - d. "Grant Manager" means the Board staff person responsible for monitoring the grant.
 - e. "Grantee" means the recipient of funds pursuant to this Agreement.
2. **Availability of Funds.** The Board's obligations under this Agreement are contingent upon and subject to the availability of funds appropriated for the grant.
3. **Payment.**
 - a. The Budget, attached to and incorporated herein by reference to this Agreement as Exhibit B, states the maximum amount of allowable costs for each of the tasks identified in the Work Statement, which is attached to and incorporated herein by reference to this Agreement as Exhibit A. The Board shall reimburse the Grantee for only those services specified in the Work Statement at only those costs specified in the Budget.
 - b. The Grantee shall carry out the work described on the Work Statement in accordance with the Budget, and shall obtain the Board's written approval of any changes or modifications to the Work Statement or the Budget prior to performing the changed work or incurring the changed cost. If the Grantee fails to obtain such prior written approval, the Executive Director, at his or her sole discretion, may refuse to provide funds to pay for such work or costs.
 - c. The Grantee shall request reimbursement in accordance with the procedures described the Administrative Procedures and Requirements, which is attached to and incorporated herein by reference to this Agreement as Exhibit D.

4. **Stop Work Notice.** Immediately upon receipt of a written notice to stop work, the Grantee shall cease all work under this Agreement.
5. **Disputes.**
 - a. Notwithstanding Section 4 above, the Grantee shall continue with the responsibilities under this Agreement during any dispute.
 - b. If the Grantee and the Executive Director fail to agree on a matter relating to this Agreement, the Board shall, upon the request of the Grantee or the Executive Director, consider and make a determination regarding the matter.
 - c. The Grantee shall request reimbursement in accordance with the procedures described in the administrative Procedures and Requirements, which is attached to and incorporated herein by reference to this Agreement as Exhibit D.
6. **Forfeit of Grant Funds/Repayment of Funds Improperly Expended.** If grant funds are not expended, or have not been expended, in accordance with this Agreement, or if real or personal property acquired with grant funds is not being used, or has not been used, for grant purposes in accordance with this Agreement, the Executive Director, at his or her sole discretion, may take appropriate action under this Agreement, at law or in equity, including requiring the Grantee to forfeit the unexpended portion of the grant funds and/or to repay to the Board any funds improperly expended.
7. **Discretionary Termination.** The Executive Director shall have the right to terminate this Agreement at his or her sole discretion at any time upon thirty (30) days' written notice to the Grantee. Within forty-five (45) days of receipt of written notice, Grantee is required to: **1)** submit a final written report describing all work performed by the Grantee, **2)** submit an accounting of all grant funds expended up to and including the date of termination, and **3)** reimburse the Board for any unspent funds.
8. **Termination for Cause.** The Board may terminate this Agreement and be relieved of any payments should the Grantee fail to perform the requirements of this Agreement at the time and in the manner herein provided. In the event of such termination the Board may proceed with the work in any manner deemed proper by the Board. All costs to the Board shall be deducted from any sum due the Grantee under this Agreement.
9. **Force Majeure.** Neither the Board nor the Grantee, its contractors, vendors or subcontractors, if any, shall be responsible hereunder for any delay, default or nonperformance of this Agreement, to the extent that such delay, default or nonperformance is caused by an act of God, weather, accident, labor strike, fire, explosion, riot, war, rebellion, sabotage or flood, or other contingencies unforeseen by the Board or the Grantee, its contractors, vendors or subcontractors and beyond the reasonable control of such party.
10. **Audit/Records Access.** The Grantee agrees that the Board, the Bureau of State Audits, or their designated representative(s) shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. The Grantee agrees to maintain such records for possible audit for a minimum of three (3) years after final payment, unless a longer period of records

retention is stipulated, or until completion of any action and resolution of all issues which may arise as a result of any litigation, dispute or audit, whichever is later. The Grantee agrees to allow the designated representative(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, the Grantee agrees to include a similar right of the State to audit records and interview staff in any contract or subcontract related to performance of this Agreement.

[You may find it helpful to share the Terms and Conditions and Procedures and Requirements with your finance department. Examples of audit documentation include, but are not limited to: expenditure ledger, payroll register entries and time sheets, personnel expenditure summary form, travel expense log, paid warrants, contracts and change orders, and invoices and/or canceled checks.]

11. **Contractors and Subcontractors.** The Grantee will be entitled to make use of its own staff and such contractors and subcontractors as are mutually acceptable to the Grantee and the Board. Any change in contractors or subcontractors must be mutually acceptable to the parties. Upon termination of any such contract, the Grantee will notify the Grant Manager for the Board immediately. All provisions of these Terms and Conditions shall apply to contractors and subcontractors. Grantee shall provide a copy of these Terms and Conditions to all contractors and subcontractors.
12. **Site Access.** The Grantee shall allow the State to inspect sites at which grant funds are expended and related work being performed at any time during the performance of the work and for thirty (30) days after completion of the work.
13. **Publicity and Acknowledgement.** The Grantee shall acknowledge the Board's support each time projects funded, in whole or in part, by this Agreement are publicized in any news media, brochures or other type of promotional material.
14. **Confidentiality/Public Records.** The Grantee and the Board acknowledge that each party may come into possession of information and/or data that may be deemed confidential or proprietary by the person or organization furnishing the information or data. Such information or data may be subject to disclosure under the California Public Records Act, Chapter 3.5 of Division 7 of Title 1 of the California Government Code ("Govt C") commencing with Section 6250. The Board agrees not to disclose such information or data furnished by the Grantee and to maintain such information or data as confidential when so designated by the Grantee in writing at the time it is furnished to the Board, but only to the extent that such information or data is exempt from disclosure under the California Public Records Act.
15. **Ownership of Drawings, Plans and Specifications.**

The Board shall have separate and independent ownership of all drawings, design plans, specifications, notebooks, tracings, photographs, negatives, reports, findings, recommendations, data, software and memoranda of every description or any part thereof, paid for in whole or in any part with grant funds. Copies thereof shall be delivered to the Board upon request. The Board shall have the full right to use said copies in any manner when and where it may determine without any claim on the part of the Grantee, its vendors, contractors or subcontractors to additional compensation.

16. **Copyrights and Trademarks.**

- a. Grantee assigns to the Board any and all rights, title and interests to any copyrightable material or trademarkable material created or developed in whole or in any part as a result of this Agreement, including the right to register for copyright or trademark of such materials. Grantee shall require that its contractors and subcontractors agree that all such materials shall be the property of the Board. Upon written request by the Grantee, the Board may give at the Executive Director's sole discretion, written consent to the Grantee to retain all or any part of the ownership of these rights.
- b. The Board hereby grants to Grantee a royalty-free, nonexclusive, nontransferable license to reproduce, translate, and distribute copies of the materials produced pursuant to this Agreement, for nonprofit purposes, and to have or permit others to do so on Grantee's behalf.

17. **Patents.** The Grantee assigns to the Board all rights, title and interest in and to each invention or discovery that may be capable of being patented, that is conceived of or first actually reduced to practice in the course of or under this Agreement, or with the use of any grant funds. Upon written request by the Grantee, the Board may give, at the Executive Director's sole discretion, written consent to the Grantee to retain all or any part of the ownership of these rights.

18. **Real and Personal Property Acquired with Grant Funds.**

- a. All real and personal property, including equipment and supplies, acquired with grant funds shall be used by the Grantee only for the purposes for which the Board approved their acquisition for so long as such property is needed for such purposes, regardless of whether the Grantee continues to receive grant funds from the Board for such purposes.
- b. Subject to the obligations and conditions set forth in this section, title to all real and personal property acquired with grant funds, including all equipment and supplies, shall vest upon acquisition in the Grantee.

19. **Recycling Certification.** The Grantee shall certify under penalty of perjury, for the products, materials, goods, and supplies provided in the performance of this Agreement, the minimum, if not exact, percentage of recycled content, both secondary waste and postconsumer waste as defined in the Public Contract Code ("PCC") Sections 12161, 12162, 12181, 12182, and 12200 as applicable. This certification shall be provided on the Recycled Content Certification Form available at the following Board website: www.ciwmb.ca.gov/buyrecycled/StateAgency/Manual/CertForm.htm or from the Grant Manager.

20. **Waste Reduction.** In the performance of this Agreement, Grantee shall use recycled content, or reusable products, and practice other waste reduction measures, where feasible and appropriate.

21. **Non-discrimination Clause.** During the performance of this Agreement, Grantee, its contractors and subcontractors shall not unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (cancer), age (over 40), marital status, and denial of family care leave. The Grantee, its contractors and subcontractors shall insure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment. Grantee, its contractors and subcontractors shall comply with the provisions of the Fair Employment and Housing Act ("GovtC" Sections 12990 (a-f) et seq.) and the applicable regulations promulgated thereunder. The applicable regulations of the Fair Employment and Housing Commission implementing GovtC Section 12990 (a-f), set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations, are incorporated into this Agreement by reference and made a part hereof as if set forth in full. Grantee, its contractors, and subcontractors shall give written notice of their obligations under this clause to labor organizations with which they have a collective bargaining or other Agreement.
22. **Americans with Disabilities Act.** The Grantee assures the State that it complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. (42 U.S.C. 12101 et seq.).
23. **Drug-Free Workplace Certification.**
- a. By signing this Agreement, the Grantee certifies under penalty of perjury to be in compliance with GovtC Section 8355 in matters relating to providing a drug-free workplace. The person signing this Agreement on behalf of the Grantee swears that he or she is authorized to legally bind the Grantee to this certification and makes this certification under penalty of perjury under the laws of the State of California.
 - b. As required by GovtC Section 8355, the Grantee agrees to:
 - 1) Publish a statement-notifying employees that unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited and specifying actions that will be taken against employees for violations.
 - 2) Establish a drug-free awareness program to inform employees about all of the following:
 - (a) the dangers of drug abuse in the workplace,
 - (b) the Grantee's policy of maintaining a drug-free workplace,
 - (c) any available counseling, rehabilitation and employee assistance programs and
 - (d) penalties that may be imposed upon employees for drug abuse violations.
 - 3) Require that each employee who works on the grant:
 - (a) receive a copy of the drug-free policy statement of the Grantee and
 - (b) agree to abide by the terms of such statement as a condition of employment on the grant.

24. **National Labor Relations Board Certification.** By signing this Agreement, the Grantee certifies under penalty of perjury that no more than one final unappealable finding of contempt of court by a federal court has been issued against the Grantee within the immediately preceding two-year period because of the Grantee's failure to comply with an order of a federal court which orders the Grantee to comply with an order of the National Labor Relations Board. (Not applicable to public entities.)
25. **Child Support Compliance Act.** For any agreement in excess of \$100,000, the Grantee acknowledges that:
- a. the Grantee recognizes the importance of child and family support obligations and shall fully comply with all applicable state and federal laws relating to child and family support enforcement, including, but not limited to, disclosure of information and compliance with earnings assignment orders, as provided in Chapter 8 (commencing with section 5200) of Part 5 of Division 9 of the Family Code; and
 - b. the Grantee, to the best of its knowledge is fully complying with the earnings assignment orders of all employees and is providing the names of all new employees to the New Hire Registry maintained by the California Employment Development Department.
26. **Air or Water Pollution Violation.** Under the State laws, the Grantee shall not be: (1) in violation of any order or resolution not subject to review promulgated by the State Air Resources Board or an air pollution control district; (2) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of waste discharge requirements or discharge prohibitions; or (3) finally determined to be in violation of provisions of federal law relating to air or water pollution.
27. **Corporate Qualifications To Do Business In California.** When agreements are to be performed in the state by corporations, the Board will verify that the corporation is currently qualified to do business in California in order to ensure that all obligations due to the State are fulfilled.
- "Doing business" is defined in Revenue and Taxation Code Section 23101 as actively engaging in any transaction for the purpose of financial or pecuniary gain or profit. Although there are some statutory exceptions to taxation, rarely will a corporation performing within the State not be subject to the franchise tax.
- Both domestic and foreign corporations (those incorporated outside of California) must be in good standing in order to be qualified to do business in California. The Board will determine whether a corporation is in good standing by calling the Office of the Secretary of State.
28. **Conflict of Interest.** The Grantee need to be aware of the following provisions regarding current or former state employees. If the Grantee has any questions on the status of any person rendering services or involved with this Agreement, the Board must be contracted immediately for clarification.

Current State Employees (PCC 10410):

- 1). No officer or employee shall engage in any employment, activity, or enterprise from which the officer or employee receives compensation or has a financial interest and which is sponsored or funded by any state agency, unless the employment, activity or enterprise is required as a condition of regular state employment.
- 2). No officer or employee shall contract on his or her own behalf as an independent contractor with any state agency to provide goods or services.

Former State Employees (PCC 10411):

- 1). For the two-year period from the date he or she left state employment, no former state officer or employee may enter into a contract in which he or she engaged in any of the negotiations, transactions, planning, arrangements or any part of the decision-making process relevant to the contract while employed in any capacity by any state agency.
- 2). For the twelve-month period from the date he or she left state employment, no former state officer or employee may enter into a contract with any state agency if he or she was employed by that state agency in a policy-making position in the same general subject area as the proposed contract within the 12-month period prior to his or her leaving state service.

If the Grantee violates any provisions of above paragraphs, such action by the Grantee shall render this Agreement void. (PCC 10420)

Members of boards and commissions are exempt from this section if they do not receive payment other than payment of each meeting of the board or commission, payment for preparatory time and payment for per diem. (PCC 10430 (e))

29. **Resolution.** A county, city, district, or other local public body must provide the Board with a copy of a resolution, order, motion, or ordinance of the local governing body which by law has authority to enter into an agreement, authorizing execution of this agreement and designating the job title of the individual authorized to sign on behalf of the local public body.
30. **Compliance.** The Grantee shall comply fully with all applicable federal, state and local laws, ordinances, regulations and permits. The Grantee shall provide evidence that all local, state and/or federal permits, licenses, registrations and approvals for the purposes for which grant funds are to be expended have been secured. The Grantee shall maintain compliance with such requirements throughout the grant period. The Grantee shall ensure that the requirements of the California Environmental Quality Act are met for any approvals or other requirements necessary to carry out the terms of this Agreement. Any deviation from the requirements of this section shall result in non-payment of grant funds.
31. **Grantee's Name Change.** An amendment is required to change the Grantee's name as listed on this Agreement. Upon receipt of legal documentation of the name change, the Board will process the amendment. Payment of invoices presented with a new name cannot be paid prior to approval of said amendment.

32. **Controlling Law.** This Agreement is governed by and shall be interpreted in accordance with the laws of the State of California.
33. **Venue.** All proceedings concerning the validity and operation of this Agreement and the performance of the obligations imposed upon the parties hereunder shall be held in Sacramento County. The parties hereby waive any right to any other venue.
34. **Remedies.** Unless otherwise expressly provided herein, the rights and remedies hereunder are in addition to, and not in limitation of, other rights and remedies under this Agreement, at law or in equity, and exercise of one right or remedy shall not be deemed a waiver of any other right or remedy.
35. **Grantee's Waiver of Claims and Recourse Against the State.** The Grantee agrees to waive all claims and recourse against the State, its officials, officers, agents, employees and servants, including, but not limited to, the right to contribution for loss or damage to persons or property arising out of, resulting from, or in any way connected with or incident to this Agreement. This waiver extends to any loss incurred attributable to any activity undertaken or omitted pursuant to this Agreement or any product, structure or condition created pursuant to, or as a result of, this Agreement.
36. **Grantee's Indemnification and Defense of the State.** The Grantee agrees to indemnify, defend and save harmless the State, its officials, officers, agents, employees and servants from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, and any other person, firm or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by Grantee in the performance of this Agreement.
37. **No Agency Relationship Created.** The Grantee, and the agents and employees of Grantee, in the performance of this Agreement, shall act in an independent capacity and not as officers, employees or agents of the State.
38. **Assignment, Successors, and Assigns.**
- a. This Agreement may not be assigned by the Grantee, either in whole or in part, without the Board's prior written consent.
 - b. The provisions of this Agreement shall be binding upon and inure to the benefit of the Board and the Grantee and their respective successors and assigns.
39. **Amendment.** No amendment or variation of the terms of this Agreement shall be valid unless made in writing, signed by the parties and approved as required. No oral understanding or Agreement not incorporated in the Agreement is binding on any of the parties.
40. **Time of the Essence.** Time is of the essence of this Agreement.

41. **Communications.** All communications from the Grantee to the Board shall be directed to the Grantee's assigned Grant Manager, California Integrated Waste Management Board, P.O. Box 4025, Sacramento, CA 95812-4025. All notices required by this Agreement shall be given in writing and sent by prepaid mail, by personal delivery, or by FAX followed by prepaid mail or personal delivery.
42. **Unenforceable Provision.** In the event that any provision of this Agreement is unenforceable or held to be unenforceable, then the parties agree that all other provisions of this Agreement have force and effect and shall not be effected thereby.
43. **Entire Agreement.** This Agreement supersedes all prior agreements, oral or written, made with respect to the subject hereof and, together with all attachments hereto, contains the entire Agreement of the parties.

UNP4 Terms & Conditions.doc



RECYCLE
USED OIL

PROCEDURES AND REQUIREMENTS

USED OIL NONPROFIT GRANT FOURTH CYCLE

November 2000



Integrated
Waste
Management
Board

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DATE	ACTIVITY
November 1, 2000 to September 30, 2002	Grant term
November 1, 2000	Grant recipients begin project implementation
June 15, 2001	Progress Report #1 due
December 15, 2001	Progress Report #2 due
June 15, 2002	Progress Report #3 due
September 30, 2002	Close of grant term
November 15, 2002	Final Report and Payment Request due

Procedures and Requirements Used Oil Nonprofit Grant Fourth Cycle

The California Oil Recycling Enhancement Act (Statutes of 1991, Chapter 817) authorizes the California Integrated Waste Management Board (Board) to offer Used Oil Nonprofit Grants (Nonprofit Grants) for the establishment of new programs or expansion of existing programs that address the proper management of used lubricating oil. These are the *Procedures and Requirements* for the Nonprofit Grants awarded by the Board. This document is incorporated by reference into the Nonprofit Grant Agreement.

Questions?	Please direct any questions regarding the Nonprofit Grant Agreement to your Grant Manager at their direct telephone number or at (916) 341-6457.
Where to send Reports, Payment Requests, etc.	<p>Send your Reports, Payment requests, and all other written correspondence to your Grant Manager's attention at:</p> <p style="text-align: center;">Grants and HHW Section MS#21 Special Waste Division California Integrated Waste Management Board 1001 I Street P.O. Box 4025 Sacramento, CA 95812-4025 FAX (916) 341-6467 www.ciwmb.ca.gov</p>
Eligible costs	All expenditures must be for budgeted activities in the approved Budget and Work Statement and must be incurred within the grant term. All products purchased with grant funds must contain the maximum amount of recycled material available when quality and price are comparable. If products do not contain recycled content, the grantee must provide justification. Please contact your Grant Manager if you have any questions concerning eligible costs.
Ineligible costs	<p>Expenditures not directly related to the implementation of a local or regional used oil collection programs are ineligible for grant funding. The activities, products, or expenditures listed below are specifically identified as ineligible. If you have any questions regarding ineligible costs, contact your Grant Manager. The ineligible expenditures include, but are not limited to:</p> <ul style="list-style-type: none">• Costs incurred outside the grant term (prior to November 1, 2000 or after September 30, 2002).• Costs not identified in the Work Statement or approved Budget.• Costs currently covered by another Board loan or grant.• Purchasing or leasing of land.• Remediation.• Enforcement activities.• Overtime costs (except when required by law or labor contract for staffing

- Out-of-state travel.
- Any food or beverages (e.g. as part of meetings, workshops, training, or events).
- Profit or markup by the Grantee.
- Any costs that are not consistent with local, state, and federal laws and Regulations.

Exceptions to the expenditure requirements listed above may be considered on a case by case basis. These requests must be submitted in writing and approved in writing by your Grant Manager. The Grantee is responsible for retaining documentation of any exceptions to these procedures for audit purposes.

Publicity & Education

Tips:

Remember to establish overall objectives for your publicity campaign (e.g. increase hotline calls by 15% or increase collection by 10%)

Submit text/graphics for all publicity and education materials to your Grant Manager for written pre-approval prior to production [FAX number for all Grant Managers is (916) 341-6467 or (916) 341-6663]. Any materials that have been approved under another grant must be reviewed and approved for applicability under this grant. Any materials developed or purchased by a contractor must be approved by the Grantee before submission to the Board. If your Grant Manager requests changes, incorporate them and submit a revised draft for approval prior to production.

Note: Do not begin production of your publicity or education materials until you have received written approval from your Grant Manager.

Determine the target audience then choose the best method to reach them (e.g. TV, radio, news Ads, sport event programs)

Include an action step (e.g. "Call this number for list of collection opportunities.")

When purchasing premiums be sure they are durable and have a 24-hr. hotline number or a list of certified centers. Also look for premiums with recycled content material.

All publicity and education materials must:

- Provide specific information on reducing the illegal disposal of used oil.
- Include the acknowledgment: "Funded by a Grant from the California Integrated Waste Management Board". (Use of the initials "CIWMB" is not sufficient). Full acknowledgement is not required for radio tags and small items such as pencils if comprehensive public education campaign gives acknowledgement elsewhere.
- List a hotline or all used oil/filter collection opportunities within the targeted community. The hotline should either be a local telephone number or the 1-800-CLEANUP number to call for information on local collection centers. In order to reduce the number of "midnight drop-offs", when collection centers are listed, include language such as: "Call centers for hours of operation and quantities accepted."
- Include the "Used Oil Drop" logo with the words "Recycle Used Oil" below it. Camera-ready art and color specifications are available from the CIWMB at no charge. The used oil graphics are also available on the Board's website at: www.ciwmb.ca.gov/UsedOil/graphics/default.htm#usedoil. Use the state colors (blue oil drop on gold background) on any material produced in 4 or more colors. (Color designation for professional printing: blue – pantone 286; yellow – pantone 123.)

Evaluate the outcome of your campaign.

Listed below are additional guidelines for public and educational materials.

- Allow a minimum of five (5) working days for approval of English materials and a minimum of ten (10) working days for non-English materials.
- Remember that videos of all types must also receive prior written approval. Submit a script and/or storyboard for approval before filming begins and a draft version of the video for approval before copies are made or distributed. See the requirements in the Final Report section (page 6) if you plan to produce a TV or radio PSA.
- Attach a sign to all vehicles and other large pieces of equipment purchased with Board grant funds which displays the "used oil drop" logo and states, **"Funded by a grant from the California Integrated Waste Management Board"**. Signs that fulfill this requirement are available from the Board at no cost. If you want to develop your own sign, your Grant Manager must approve it.
- Include one (1) copy of final publicity or educational materials with the next Report you submit to your Grant Manager.

The Board has a clearinghouse of publicity and educational materials produced through used oil and Household Hazardous Waste (HHW) grants. You may wish to use some of these materials for your campaign; however, they still must be reviewed and approved by your Grant Manager to determine if they are appropriate for this grant. Contact your Grant Manager if you would like to set up an appointment to view the clearinghouse materials or for additional information about the clearinghouse. Videos are now available on the Board web page: www.ciwmb.ca.gov/HHW/clearinghouse/

Copyrights, Trademarks, Patents, Etc.

Anything produced with grant funds, including materials created by a contractor or vendor, becomes the property of the Board. For additional information consult the *Terms and Conditions* or contact your Grant Manager.

Exceptions to the Public Education requirements listed above may be considered on a case by case basis. These requests must be submitted in writing to and approved in writing by your Grant Manager. The grantee is responsible for retaining documentation on any exceptions to these procedures for audit purposes.

Reporting & Expenditure Categories

Use the following categories when preparing **Reports** and **Payment Requests** to ensure prompt and complete reimbursement for eligible costs. Use only the categories as shown in your approved Budget itemization for this grant. Assign personnel time to the "Personnel/Other" category. Include all expenses in each of the following categories:

Permanent Collection Facilities: Establishment, expansion, or operation of used oil collection centers or permanent household hazardous waste collection facilities.

Temporary or Mobile Collection: One-day collection events, intermittent collection events, or mobile collection (other than residential collection).

curbside or door-to-door collection.

Publicity and Education: Development, printing, and distribution of publicity or educational materials.

Load checking: Inspection of loads at solid waste landfills and transfer stations for used oil/filters.

Personnel/Other: Personnel costs or other eligible expenditures that cannot be assigned to another category.

Reporting

Your Grant Manager may request a Report at any time, if Reports are not submitted in a timely manner or progress is unsatisfactory, the Grant Agreement may be suspended or terminated.

The lead entity for a regional project has sole responsibility for reporting on the regional project.

Progress Reports

A Progress Report should be submitted with each Payment Request. At a minimum, a Progress Report must be submitted every six months even if there are no expenses to be claimed. Ten (10) percent will be deducted from each Payment Request and paid at the end of the grant term when all Reports have been received. The Reports are due as follows:

<u>Grant Activity Period</u>	<u>Report Due Date</u>
November 1, 2000 – April 30, 2001	June 15, 2001
May 1, 2000 – October 31, 2001	December 15, 2001
November 1, 2001 – April 30, 2002	June 15, 2002

Each Progress Report must:

1. State the grant number and reporting period.
2. Be arranged by the Reporting and Expenditure Categories for your grant as was approved in the Grant Agreement. Address only the categories applicable to your grant. (See pages 3 and 4 for a list of all the categories.)
3. Describe in detail all work completed since the previous Progress Report. When applicable, include photographs of work products produced, equipment and/or structures purchased, and events conducted. List the results achieved and problems or special situations encountered.
4. Discuss work to be conducted during the next reporting period. If necessary, discuss any adjustments that might be needed to Work Statement or Budget.
5. Include one (1) copy of each final publicity or educational item produced during the reporting period unless otherwise directed by your Grant Manager.

Evaluate the outcome of your campaign using the evaluation guidebook – "Finding Your Way Through the Evaluation Maze".

The Final Report along with the Final Payment Request is due November 15, 2002. The Final Report must cover the entire term of the grant.

The Final Report must:

1. Have a table of contents.
2. Be arranged by the Reporting and Expenditure Categories for your grant as approved in the grant agreement. (See pages 3 and 4 for a list of all the categories.)
3. Describe all efforts that were undertaken, continued, and completed during the entire grant term (November 1, 2000 through September 30, 2002). In addition, please address these questions:
 - For **Permanent and Temporary/Mobile Collection Facilities**, provide the following information:
 - a) Total number of participants at each facility.
 - b) Total number of days of operation.
 - c) Total volume of oil and filters collected (oil can be reported in gallons and filters in drums) during the grant term for all facilities.
 - d) For used oil certified collection centers: list the number of collection centers at the end of the grant period, any newly established centers and any lost centers at the end of the grant period.
 - For **Residential Collection Programs**, provide the following information:
 - a) Total number of curbside/door-to-door stops **or**
 - b) Total number of households served by curbside collection (if number of stops isn't tracked).
 - c) Total volume of oil and oil filters collected (oil can be reported in gallons and filters reported in drums) during grant term.
 - For **Publicity and Education** efforts, provide the following information:
 - a) Who was your target audience?
 - b) Total number of community events and number of people stopping at your booth.
 - c) Total number of school presentations and number of students participating.
 - d) Materials developed (e.g. door hangers, billboards) and total amount of material distributed.
 - e) Total number of people reached as a result of this grant.
 - f) Describe the method used to get this estimate. Why did you choose this approach?
 - For **Load checking Programs**, provide the following information:
 - a) Total number of vehicles through program per operation schedule.
 - b) Total volume of oil and oil filters collected (oil can be reported in gallons and filters in drums) during grant term.

- List the certified center visited.
- Describe the most common problems facing center operations and the steps taken to address those problems.
- Provide suggestions for improving the quality of the certified centers in your jurisdiction.
- Attach any completed Certified Center Site Visit Forms. Forms are available on the CIWMB web page: www.ciwmb.ca.gov/hhw/forms/#used

5. Evaluate the outcome of the grant. Describe findings, conclusions, and recommendations for follow-up or ongoing activities and how they affect future development of your program. Evaluate your successes or failures, and the cost effectiveness of your efforts. How did the actual outcome compare to the desired outcome? Describe the impact on illegal dumping. Provide an honest assessment so that the Board staff can advise other grantees.
6. When applicable, include photographs of work products produced, equipment and/or structures purchased, and events conducted. Attach three copies of all final materials unless directed otherwise by your Grant Manager. For those grantees producing a TV or Radio PSA, please comply with the following procedure:
 - For **TV PSA(s)** – Submit a dub-master beta tape. This dub-master should be submitted along with a VHS copy, so that it can be viewed on a standard VCR.
 - For **Radio PSA(s)** – Submit on CD or audiocassette.
7. List all contractors, subcontractors, and vendors that were used. For each, include a name, address, phone number, and a brief statement of work and evaluation.

Payment Request General Guidelines and Information

At a minimum, a Payment Request should be submitted every six months if costs have been incurred and not yet claimed, or any time when you have expended one-half or more of your total grant award. However, a Payment Request may be submitted anytime you have an amount over \$1,000 to claim. Remember a Progress Report must be submitted with each Payment Request.

- Your timely Payment Request will be approved when your Grant Manager determines that it is complete and accurate, and all Required Reports have been submitted and approved.
- Payments will be made to the grantee only.
- Ten (10) percent will be deducted from each Payment Request and paid at the end of the grant term when all reports and conditions stipulated in the Grant Agreement have been satisfactorily completed.

A complete Payment Request must include the following items in the order listed:

1. **Payment Request Form** - This form must be signed by the individual authorized by the resolution. Please remember to type or print the individual's name and title below the signature. (See Appendix A for form.)

Payment Request Required Documents

Tip:

If only claiming a portion of an invoice, indicate the amount billed to this grant and the funding source for the remaining portion (e.g., another CIWMB grant, local funds).

Copies of the forms are available on the Board's website @ www.ciwmb.ca.gov/Grants/Forms

2. **Itemization.** All expenditures must be itemized and arranged by the Reporting and Expenditure Categories for your grant as it was approved. (See pages 3 and 4 for a list of all the categories and Appendix D for a sample itemization.)

3. **Supporting Documentation** - Submit documentation for all expenditures claimed on the payment request. Types of acceptable documentation include:

- a) **Invoices.** Invoices must include the name of the vendor, vendor's telephone number and address, description of goods or services purchased, amount due, and date.
- b) **Receipts.** Receipts should include the same information as invoices (see above)
- c) **Purchase orders with copies of canceled checks.** Purchase order should include the same information as invoices (see above) and must be accompanied by proof of payment.
- d) **Personnel Expenditure Summary Forms.** Document personnel expenditures based on actual time spent on grant related activities (these forms are not required if you have an alternate time reporting method approved by your Grant Manager). (See Appendix B for form.)
- e) **Travel Expense Logs.** Document costs related to travel and include supporting documentation. See form for instructions. (See Appendix C for form.)

Services Rendered

Goods and services must be paid for and received within the term of the grant agreement. Proof of delivery is required. Grantees should retain this documentation for audit purposes. Questions regarding specific situations should be directed to your Grant Manager.

Audits

The Grantee agrees that the Board, the Bureau of State Audits, or their designated representative(s) shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. The Grantee agrees to maintain such records for possible audit for a minimum of three (3) years after final payment, unless a longer period of records retention is stipulated, or until completion of any action and resolution of all issues which may arise as a result of any litigation, dispute or audit, whichever is later. The Grantee agrees to allow the designated representative(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, the Grantee agrees to include a similar right of the State to audit records and interview staff in any contract or subcontract related to performance of the Agreement.

[You may find it helpful to share the Terms and conditions and Procedures and Requirements with your finance department. Examples of audit documentation include but are not limited to expenditure ledger, payroll register entries and time sheets, personnel expenditure summary form, travel expense log, paid warrants, contracts and change orders, invoices and/or canceled checks and copies of any approvals for exceptions to these Procedures and Requirements.]

SCCA proposal for UNP4

446-0386
May 13, 2002

Ms. Sally French
CIWMB / Used Oil Section
1001 I Street
MS-21, P.O. Box 4025
Sacramento, CA 95812

Approved
May 21, 2002
Sally French

Dear Ms. French;

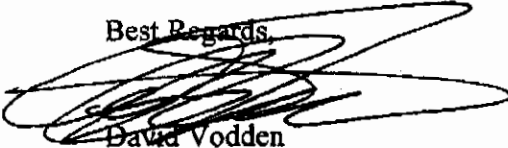
The Sports Car Club of America, San Francisco Region would like to request a budget change to its CIWMB Non-Profit Used Oil Grant #UNP4-00-3310. It is requested that \$3,454.96 in subcontractor Rio Media's budget be re-allocated to pay expenses associated with production of a 3 to 5 minute informational video news release.

In addition, funds from subcontractor Ross-Campbell, Inc. will be utilized for costs associated with writing, directing and editing the production. No categories will change as a result.

Please note that the video effort will augment Activity Number 4A and 5C which call for special VIP gatherings at race events. This effort will allow all interested parties access to SCCA's Race to Recycle Oil. The video - presented in an engaging documentary-style format - will highlight the distinct elements of the Race to Recycle Oil. This includes: grassroots efforts of SCCA members interacting with members of the community regarding proper disposal and recycling of used oil and filters; efforts taken by high-profile race venues to reduce the environmental impact of the sport of car racing; and, actual race day efforts of the Race to Recycle Oil and more.

This video will serve to broaden the audience reach of the Race to Recycle Oil. The format will allow for free media solicitation at SpeedVision, ESPN, CNN Sports and local news stations.

Best Regards,


David Vodden
Project Director

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Exhibit A

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

USED OIL NONPROFIT GRANT

APPLICATION COVER SHEET

Applicant: Sports Car Club of America, San Francisco Region	
Street Address: 5250 Highway 162, Willows, CA 95988	
Mailing Address (if different from street address): P.O. Box 966, Willows, CA 95988	
City & Zip Code: Willows, CA 95988	County: Glenn

JUL 17 REC'D

Primary Contact (Name & Title): Terry Taylor Program Manager	
Phone: 530-934-5588	Fax: 530-934-7275
Email Address: n/a	

Finance Officer (Name & Title): Blythe Bonds Accounting Manager	
Phone: 530-934-5588	Fax: 530-934-7275
Email Address: n/a	

Program Director (Name & Title): David Vodden Project Director	
Phone: 530-934-5588 x101	Fax: 530-934-7275
Email Address: dvodden@glenn-co.k12.ca.us	

Assembly District(s): Various throughout Northern California
Senate District(s): Various throughout Northern California

Identify Any Regional or Statewide Impact: Statewide impact with heavy emphasis in Central and Northern sectors. Race series venues include Sonoma, Monterey, Glenn and Kern Counties. Club press, TV coverage and logo exposure create millions of impressions statewide.

Brief Description of Project (3-5 Sentences): Continuation of the highly visible and effective Race to Recycle Oil Racing Series through 2002 at major road racing facilities throughout the State, promoting recycling of oil and idea of using remanufactured oils. Major sports marketing campaign to change attitudes and behaviors as sought by. Total Grant Request: \$ 250,000.00 the CIWMB.

Certification:

I declare, under penalty of perjury, that all information submitted for the Board's consideration for allocation of grant funds is true and accurate to the best of my knowledge and belief.

Signature: <i>[Signature]</i> Sal Verdaggi, Regional Exec.	Date: July 11, 2000	Phone: 707-996-5033
Print Name and Title of Person Authorized by Resolution:		

R.J. Gordy, Reg. Executive

395

Budget Itemization - revised

PERSONNEL SERVICES (SCCA)

Revised Total

Project Director	188 hrs. @ \$85/hr.	\$15890.00	
Program Manager	220 hrs. @ \$75/hr.	\$16500.00	
Administration	164 hrs. @ \$35/hr.	<u>\$5740.00</u>	
Sub-total:		\$38,130.00	

PROFESSIONAL/CONTRACTOR SERVICES (Ross-Campbell, Inc.)

Principals	184 hrs. @ \$75/hr.	\$13800.00	-- \$0 --
Senior Staff	222 hrs. @ \$65/hr.	\$14430.00	-- \$0 --
Art Director	118 hrs. @ \$75/hr.	\$8850.00	-- \$0 --
Administrative	193 hrs. @ \$35/hr.	<u>\$6755.00</u>	-- \$0 --
Sub-total:		\$43,835.00	\$43,835.00

EVENT SPONSORSHIPS (SCCA)

55 Event Days @ \$1000 per event	\$55,000.00
(includes Title Rights and all associated promotions)	

PUBLICITY AND EDUCATION

"The Wheel" Display Monthly Advertising/Misc. Advertising

(SCCA's publication w/ 8,000 readership)

12 full page ads @ \$600 ea.	\$7050.00
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1 quarter page ad CRRA/RecycleScene	\$150.00
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Premium Items (SF Properties)

(for distribution to racers and race fans on race days)

-750 visors @ \$4.76 ea.	\$3570.00
-1900 hats @ \$8.45 ea.	\$16055.00
-1900 badge holders @ 1.13 ea.	\$2147.00
-1200 t-shirts @ \$6.29 ea.	<u>\$7548.00</u>

Premium Items Sub-total: \$29,320.00

Print And Promotional Products (Rio Media)

(all printed on / with recycled material / paper)

Banners	10 @ \$375. ea.	\$4031.25
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(for placement in high visibility locations at targeted racetracks)

Brochures / Flyers (for distribution to race fans on race days)

-10,000, flat	\$5299.47
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Promotional Products - 1,500 key chains, 3,000 oil rags	\$6270.67
flat	

Educational Display	
(case, display, panels, frames)	flat
	\$4999.60

Video Production	\$3454.96
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(camera operator, talent, tape stock, Beta/VHS dubs)

Bumper Stickers

(for placement on SCCA member vehicles and for giveaway to race fans)

-10,000, flat	<u>\$2319.05</u>
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Print and Promotional Products Sub-total:	\$26,375.00	\$26,375.00
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Publicity and Education Sub-total:	\$62,895.00	\$62,895.00
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GRAND TOTAL:	\$199,860.00	\$199,860.00
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*Approved
May 21 2002
Sally French*

Budget Itemization - revised**PERSONNEL SERVICES (SCCA)**

Project Director	188 hrs. @ \$85/hr.	\$15890.00
Program Manager	220 hrs. @ \$75/hr.	\$16500.00
Administration	164 hrs. @ \$35/hr.	\$5670.00
Sub-total:		\$38,130.00

Revised Total**PROFESSIONAL/CONTRACTOR SERVICES (Ross-Campbell, Inc.)**

Principals	184 hrs. @ \$75/hr.	\$13800.00	-- \$0 --
Senior Staff	222 hrs. @ \$65/hr.	\$14430.00	-- \$0 --
Art Director	118 hrs. @ \$75/hr.	\$8850.00	-- \$0 --
Administrative	193 hrs. @ \$35/hr.	\$6755.00	-- \$0 --
Sub-total:		\$43,835.00	\$43,835.00

EVENT SPONSORSHIPS (SCCA)

55 Event Days @ \$1000 per event	\$55,000.00
(includes Title Rights and all associated promotions)	

PUBLICITY AND EDUCATION

"The Wheel" Display Monthly Advertising (SCCA's publication w/ 8,000 readership)	
12 full page ads @ \$600 ea.	\$7200.00

Premium Items (SF Properties)

(for distribution to racers and race fans on race days)

-750 visors @ \$4.76 ea.	\$3570.00
-1900 hats @ \$8.45 ea.	\$16055.00
-1900 badge holders @ 1.13 ea.	\$2147.00
-1200 t-shirts @ \$6.29 ea.	\$7548.00
Premium Items Sub-total:	\$29,320.00

Print And Promotional Products (Rio Media)

(all printed on / with recycled material / paper)

Banners	12 @ \$375. ea.	\$4500.00
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(for placement in high visibility locations at targeted racetracks)

Brochures / Flyers (for distribution to race fans on race days)	-10,000, flat	\$7830.00
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Promotional Products (key chains, pencils, oil rags, patches)	flat	\$6105.00
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Educational Display

(case, display, panels, frames)

flat

\$4640.00**Bumper Stickers**

(for placement on SCCA member vehicles and for giveaway to race fans)

-10,000, flat	\$3300.00
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Print and Promotional Products Sub-total:	\$26,375.00	\$26,375.00
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Publicity and Education Sub-total:	\$62,895.00	\$26,375.00
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GRAND TOTAL:	\$199,860.00	\$199,860.00
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*Approved Revised
Budget on
8-16-2001
Jilly French*



2000-2002

Race Series Sponsorship



A Proposal To The California Integrated Waste Management
Board For The Used Oil Non-Profit Grant

Fourth Cycle



From: The Sports Car Club of America

JULY 14, 2000

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Date: MAY 16 1990

In Reply Refer to: EP/EO:EOG:5, SF 4446

Form Number: 990

Periods Ended: December 31, 1987

> San Francisco Region Sports Car
Club of America, Inc.
1610 Pacific Ave.
San Francisco, CA 94109

— Gentlemen:

We are pleased to tell you that as a result of our examination for the above periods we will continue to recognize your organization as tax-exempt.

We have indicated below whether there is a change in your liability for the unrelated business income tax as provided by sections 511 through 513 of the Internal Revenue Code.

☒ There is no change.

☐ You will receive an examination report explaining the proposed adjustments.

Thank you for your cooperation.

Sincerely yours,



District Director

P.O. Box 36040, San Francisco, CA 94102

Letter 988 (DO) (7-77)

400

INTERNAL REVENUE SERVICE

ate: SEP 15 1986

San Francisco Region, Sports Car Club
of America, Inc.
1610 Pacific Avenue
San Francisco, CA 94109

EIN: 94-1326539
Internal Revenue Code
Section 501(c)(4)
Accounting Period Ending:
December 31
Form 990 Required: Yes
Person to contact: Taxpayer
Service Representative
Contact Telephone Number:
(800) 424-1040

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$ 25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law provides for a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay. This penalty may also be charged if a return is not complete. So, please make sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present proposed activities are unrelated trade or business as defined in Code section 513.

Contributions made to you are not deductible by the donors as charitable

Box 36001, San Francisco, CA. 94102

Letter 948(DO)(10-83

401

contributions as defined in section 170(c) of the Co. .

This determination letter is contingent on the understanding that you are not involved in regulating professional automobile racing.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



District Director





SCCA Sports Car Club of America San Francisco Region

LETTER OF RESOLUTION

WHEREAS, the people of the State of California have enacted the California Used Oil Recycling Enhancement Act that provides funds to nonprofit organizations for establishing and maintaining used oil collection projects that encourage recycling or appropriate management of used oil; and

WHEREAS, the California Integrated Waste Management Board has been delegated the responsibility for the administration of the program within the state, setting up necessary procedures governing the application by nonprofit organizations under the program; and

WHEREAS, the applicant warrants that the applicant has adequate insurance coverage in the form of Worker's Compensation, comprehensive personal injury and comprehensive property damage policies for the term of the grant;

NOW, THEREFORE, BE IT RESOLVED that the Sports Car Club of America, San Francisco Region, Inc. authorizes the submittal of an application to the California Integrated Waste Management Board for a 2000/02 Used Oil Nonprofit Grant. The Regional Executive of the Sports Car Club of America, San Francisco Region, Inc., or his/her designee is hereby authorized and empowered to execute in the name of the Sports Car Club of America, San Francisco Region, Inc., all necessary applications, contracts, agreements and amendments hereto for the purposes of securing grant funds and to implement and carry out the purposes specified in the grant application.

The foregoing letter of resolution was passed by the Board of Directors of the Sports Car Club of America, San Francisco Region, Inc., this 11th day of July, 2000. Effective July 11, 2000.

ATTEST:

Signed:

 R.E.
Sal Versaggi Regional Exec.

Date: July 11, 2000

NEED:

The Sports Car Club of America (SCCA) has 55,094 national members, 108 regional chapters, and 5,500 members in the San Francisco Region. The population that follows the National SCCA racing circuit totals in the millions. The SCCA members and their following fall into the category of "do-it-yourselfers" and approximately 75% of these folks typically change their own motor oil at the race track and at home. There is a great need for a comprehensive, positively influenced used oil recycling message delivered to the racers, their families and followers.

This proposed project will reach an estimated four million people; a targeted population that includes men, women, families and youth. The age ranges from teenage youth - sixteen years of age - who are beginning to drive and learn about car mechanics, (see article enclosed) to mature adults, an "over fifty" population.

Approximately 75% of these SCCA followers work on their own vehicles and change their own motor oil. The demographics of this group varies widely; age, divergent affluence, rural and urban residents and educational backgrounds so the influence and connectiveness to educate this group comes from their love of auto racing and their participation in the motorsports of SCCA. This targeted population follows the racing circuit and can be greatly influenced by what they see at the track, and what they read about in the newspapers, magazines and collateral materials sponsored by the SCCA.

The local and national SCCA members and spectators have many opportunities to improperly dispose of their used motor oil. Changing improper behaviors into proper behaviors is critical to the CIWMB mission and the SCCA is dedicated and inspired to do their part for this resource. Educational messages delivered by fellow racers can make a huge impact. Those involved in this sport are intensely loyal and respond to the messages of those who are present in their sport.

Motorsports, unlike any other medium, includes millions of participants, hands on people, and spectators who are readily influenced and capable of learning to recycle oil-properly. SCCA road racing includes the largest number of production-based vehicles in motorsports, so the opportunities to insure proper oil recycling is critical. And the opportunities to introduce the use of re-refined oil in their vehicles are immense.

One can assume that spectators of race car events, and those who are "oil deep" in the mechanics of the business, dispose of their oil, oil filters, oil cleaning rags, etc. properly. But without a doubt, there is a large segment of this population that does not properly recycle their used motor oil and oil filters. The "Race to Recycle Oil" program wants to create simple instruction and consistent

enforcement of the messages which is necessary for this target audience, and in turn, those who they influence directly and indirectly. Also, as technically advanced cleaning methods develop to clean up oil spills on the track, the SCCA is dedicated to the research these methods to stay in the forefront of cleaning up hazardous oil spills. The SCCA is always a positive influence at tracks and the "Race to Recycle Oil" program can benefit from that dominant presence.

Consistent and increased exposure of the "Race to Recycle Oil" message through this convincing racing medium, where the target audience's attention is thoroughly approachable, will also expand the used oil programs and efforts that are made on a City and County level. The spectators attending the race car events, reading the articles presented in the SCCA magazines and newspapers, and picking up educational materials will all bring positive exposure to the efforts to participate in used oil recycling in their communities.

Working with Cities and Counties together on these measures, will only increase the exposure of these critical messages. The SCCA is determined to increase its involvement with local Cities & Counties that surround the racetracks so that these communities will benefit from the exposure that the SCCA and the "Race to Recycle Oil" program provides. We have recruited with our "Race to Recycle Oil" influence many cities and counties so far, but we feel compelled to recruit more local government who might not understand, the benefits that sportsmarketing affords. Combining regional programs and messages will increase the magnitude of their oil recycling efforts rather than compete.

"Race To Recycle Oil" will continue to create possibly one of the CIWMB's most talked about oil recycling programs because much of its activities rely on trained, highly qualified SCCA volunteers. "Race to Recycle Oil" 2000-2002 will most likely serve as a model for future used oil recycling programs across the U.S. And finally, perhaps the best feature of the "Race To Recycle Oil" program is that it is fluid. As new opportunities arise, the SCCA will be able to integrate them into the program to optimize its value and effectiveness.

OBJECTIVE:

Our number one objective for this project is to educate racers, spectators and SCCA members on the proper management and recycling of their used oil that is handled at the racetracks in California. The SCCA is also insistent on increasing the amount of used oil that is recycled in California. We have the perfect vehicle to reach a large, key target audience in California --motorsports enthusiasts. The members of SCCA are role models for this target group. The prevailing attitude is --"if these guys are doing it...it must be the right thing to do."

These current oil recycling statistics show an evident increase in the amounts of used oil being recycled at the race tracks. We hope to credit the "Race To Recycle Oil" efforts of 1998-2000 for this success, but we know that more education still needs to occur.

Year:	1998-1999	1999-2000
Oil Recycled in Gallons:		
Sear's Point Raceway:	10,000	15,000
Laguna Seca:	3,600	5,000
Thunderhill:	Recorded 250 gallons on 4/14/98 Recorded 850 gallons on 4/29/99	

Objective 1: Promote used oil and oil filter recycling directly to the local, state and national level membership of SCCA. The current membership totals 55,094 with approximately 10,000 in California.

Objective 2: Promote used oil recycling to the thousands of spectators and participants who attend SCCA events at:

- Laguna Seca Raceway - 8,000 average spectators per event
- Sears Point Raceway - 11,000 average spectators per event
- Thunderhill Raceway - 3,000 average spectators per event
- ButtonWillows Raceway - 4,000 average spectators per event

(The Race To Recycle Oil 2000 Schedule of Events is attached.)

Objective 3: Promote the use of Re-refined oil. Engage the SCCA members, racers and spectators at the race events with re-refined oil announcements, educational information and problem solving data to encourage the use of re-refined oil in their vehicles. Provide useful statistics, video screenings of "Make a Change for the Better", and re-refined oil giveaways. Organize a re-refined oil event day.

Objective 4: Enlist the support of SCCA's Southern CA (CALCLUB) chapter to organize with the Northern California chapter for the first SFR/SCCA and CALCLUB "Race to Recycle Oil" race event at Buttonwillows Raceway in Kern County.

Objective 5: Collaborate with Cities and Counties (Counties of Monterey, Glenn, Sonoma and Napa and Cities of Salinas, Napa, Willows and Woodland) to encourage the expansion of their communities efforts as it relates to the SCCA's diverse target audience and auto racing events. Organize local government exhibit booth events at the race tracks to advocate positive public outreach of used oil recycling and promotion of re-refined oil.

Objective 6: Promote used oil recycling locally to the millions of people who watch SCCA events on television -- ESPN 2, Speed Vision, and Sports Channel. These diverse viewers are highly influenced by the racers on television, and in return can get "pumped" up at the local race events. The SCCA can use the positive oil recycling messages.

Objective 7: Educate the men, women families and youth "do-it-yourselfers" at the race track about proper oil recycling. Provide information and target the demographic differences. Prepare easy solutions for the attendees on how to properly dispose of oil, oil filters, rags and equipment at the racetrack and at home. Provide information on:

- Where to recycle oil
- Certified center locations
- 1-800-CLEANUP
- Oil related giveaways as incentive to discuss oil statistics

METHODOLOGY:

The Sports Car Club of America is proposing a Title Rights Sponsorship of the 2000-2002 SCCA Regional Series. The proposed "Race to Recycle Oil" project is the perfect fit to target this unique event circuit. It's population of race car enthusiasts is diverse and sports marketing is the perfect tool to get out the oil recycling message.

As we have learned from the 1998-2000 "Race to Recycle Oil" racing events there are still plenty of opportunities to educate this group of race car enthusiasts and use the Race to Recycle oil influence to target new areas. Excitement is generated at the racetrack and the SCCA is excited about informing participants about the proper handling of used oil.

Observing the race car drivers, mechanics, volunteers, pit crew and others preparing their vehicles, surrounded by cars with oil on their hands makes for a unique window of opportunity to promote proper used oil recycling. This project will provide a primary, positive message and numerous secondary impressions beyond the actual events. The opportunities are endless in furnishing the much needed educational materials and tools for the public and primarily the "do-it-yourselfers" to learn how to properly recycle their used oil, oil filters and encourage the use of re-refined oil.

The "Race to Recycle Oil" educational process will go beyond the race track as information is taken home, influencing an even greater number of people. In addition, "Race to Recycle Oil" has the potential of garnering national attention by the creative and unique approach to this oil recycling program as a result of exposure within the highly visible and close-knit motorsports community.

The Sports Car Club of America race series takes place at Sears Point Raceway (Sonoma/Napa County), Laguna Seca Raceway (Monterey/Salinas) and Thunderhill Park (Willows/Glenn County.) Currently there are certified recycling centers located at Thunderhill Park, Sears Point, and Laguna Seca Raceway. The Thunderhill Park recycling facility was established through the Glenn County Public Works Department. It is open to the public M-F with special hours on weekends. Sears Point and Laguna Seca Raceway, are currently being serviced by Safety Kleen. These facilities are made available to the public on race days when they sponsor race events. This makes for a unique opportunity to provide service and information to race event attendees and "do-it-yourselfers" from the community.

Working on similar oil related projects together with some communities has been an effortless task. The SCCA is dedicated to helping to recruit others so that their communities can have the same positive results. The City of Woodland borrowed "Race to Recycle Oil" banners for their Hot August Nights display. Solano County & Napa County benefited by brochure distribution.

Presentations made at events and articles submitted to various newsletters and magazines on behalf of the SCCA's efforts gained exposure to the sportsmarketing race venue statewide.

In our recent programs, we contacted many of the surrounding communities and realized the apparent excitement and networking opportunities that are available. But we need more exposure to those communities who still have not been able to join in the sportsmarketing excitement. We're planning on increasing the community wide exposure to increase the richness of the SCCA's "Race to Recycle Oil" program.

The SCCA has designed a special package of events and programs for the "Race To Recycle Oil" Campaign. Because the campaign is public service in nature, and because the message appropriately suits this particular group; i.e. the SCCA membership and spectators; we are able to combine a promotion package not available to regular sponsors.

The special package includes:

CIWMB – "Race To Recycle Oil" sponsorship of the 2000-2002 SCCA Championship Series - a road racing series consisting of 65 events during the two year grant cycle. These events will be held at world-renowned race tracks including Sears Point and Laguna Seca. The race events are as follows:

- 24 race event days at Sears Point Raceway
- 20 race event days at Laguna Seca
- 20 race event days at Thunderhill Raceway
- race event at Buttonwillows (Kern County)

The SCCA races garner participants from all over California, and attendance ranges from about 3,000 per event at Thunderhill, up to 11,000 per event at Sears Point. Each racing event will be held as a sponsorship series entitled "Race To Recycle Oil." We will be able to utilize many of our existing promotional materials from our "Race to Recycle Oil" efforts, but we would like to include more of a regional approach.

Inclusion of used oil recycling message, CIWMB logo, and 1-800-CLEANUP on:

- Pre-event SCCA press materials (see samples enclosed)
- Schedules, flyers, and brochures produced for the events
- Banners at all the raceways (see photos of banners)
- SCCA Web site (www.sfrscca.org, click on "Race to Recycle Oil")
- Bumperstickers on all competing race cars
- Patches for participants' uniforms

- Decals / bumperstickers on all SCCA support vehicles (see photos).
- "Race to Recycle Oil" articles/logos/ads and impressions in SCCA's award winning newspaper "The Wheel" and SportsCar (see samples)
- Television commercials and event coverage
- Post-event SCCA press events
- Banners, bumperstickers displayed at ceremonies.

On-site promotion of used oil recycling at race tracks:

- Set-up/staff used oil recycling tent/booth at every race event (near the certified used oil recycling collection center for better exposure.)
- Distribute State and/or local educational materials.
- Oil Filters displayed at the tent/booth to educate the children and adults about the mechanics of an oil filter and recycling oil filters.
- Distribute oil recycling promotional and incentive products such as re-refined oil to encourage its use in vehicles, landier clips (badges) made from recycled soda bottles, recycled tire pencils, sketch books/covers made of license plates, keychains made from recycled plastics, polo shirts made from recycled cotton, bottle openers made from recycled cans, dip stick cleaners, oil rags made from recycled material remnants, recycled plastic visors, tote bags and fans made from recycled paper and plastic.

VIP hosting during race events:

Access for State and local personnel, VIP's, etc. at the track
Special hospitality area set up during selected events.

Inclusion of Race To Recycle Oil message on apparel:

Consistent images: The existing Race to Recycle Oil series logo will be utilized so as to keep the message consistent and save on production costs and support the same positive messages.

Production of race series t-shirts and hats that display the Race to Recycle Oil logo

Sponsorship of SCCA's year-end banquets for 2000, 2001, and 2002 (See photos enclosed from The Wheel)

- Banners displayed in ballroom
- Banners used as back-drop at award winners photoshoot
- (see 1999 photoshoot in The Wheel)
- Promotional material distribution.
- CIWMB guests invited to ceremonies.

- Announcements/Presentations of the Race to Recycle Oil series
- Print editorial / Advertising / "The Wheel"

The Wheel:

The Wheel is a SCCA original newspaper with 6-8,000 readership of which 4,000 copies are sent out monthly. It is also available in various coffee houses as well as bookstores across Northern and Central California. The Wheel garnered its own attention, March, 2000 when it one First Place in a National Competition for Jumbo Region Newsletter competition.

- Regular features on used oil recycling in The Wheel distributed to all SCCA members, i.e.
 - 1) a race car driver who changed his/her behavior and now properly recycles used oil, even at home.
 - 2) someone who was greatly influenced by what they saw at the racetrack and embraced the positive behavior in their own life.
 - 3) A participant who now uses re-refined oil.
- Feature stories in SCCA's SportsCar Magazine using similar topics as listed above
- Editorials/features in (print and broadcast) media that cover SCCA events (i.e. the San Francisco Chronicle)
- A series of display advertisements (24) in each issue of The Wheel. Ads will be one full page to include up to date information about the program.
- Questionnaires/Surveys displayed in the full page ad at The Wheel to provide an opportunity to 4,000 members to fill out and return in exchange for an incentive (giveaway) at the racetrack. Encouraging announcements and incentives will help to produce greater participation.

Special "Race to Recycle Oil/Use Re-refined oil" Race event

This "Race to Recycle Oil/Use Re-refined oil" race event will feature/require all racers to use re-refined oil in their vehicles for that race. Incentives and encouragement and trials of re-refined oil will begin the process prior to the event to garner participation and answer questions. The race will include involvement by the major blenders of re-refined oil: Safety-Kleen and Unocal. Regional, and local government involvement will be encouraged.

Special "Race to Recycle Oil/ButtonWillows" Race event

Involvement on a regional basis will be organized for the first time in the "Race to Recycle Oil" program. The SFR/SCCA and CALCLUB of Southern California will collaborate their efforts organizing a regional race club event. Thousands of members, racers and spectators will be exposed to the used oil recycling education that the "Race to Recycle Oil" program promotes.

Local and Statewide Collaboration

The "Race to Recycle Oil" program is determined to collaborate with City and County jurisdictions to provide a positive influence for their communities. We will work diligently to answer questions, provide brochures, meet with communities to discuss plans and provide accessible track areas for local governments to set up booths and giveaways at the race events.

→ Surveys, questionnaires, shared information will be available for all who want to join in on the used oil, used oil filter recycling and re-refined oil. We will conduct conference calls, administer contact information, provide mailings to local government to encourage their participation.

Evaluation:

While research may seem tedious and bothersome to some applicants, SCCA and Ross-Campbell feel that we would be professionally remiss were we not to provide the CIWMB with follow-up information related to the project. We are dedicated to the idea that effective outreach efforts are solidly based upon thoughtful program development. Primary research data will be gathered to determine the effectiveness of all outreach tasks proposed.

Every third issue of The Wheel, (March, June, September, December), the SCCA will insert a survey or place a full page ad/survey for members to fill out and return. Survey will include questions about used oil recycling habits, tips for new/innovative methods for reaching the public with a used oil recycling message and re-refined oil.

Twice during the contract period, the SCCA will include in the direct mail - via race packet information - all racing members a detailed survey incorporating the above queries. Specifically, these research tasks will identify topic specific information from different geographic areas and audiences. Once surveys have been returned, we will be in a position to answer how effective our efforts are/were for the used oil recycling message. This research information will also help to identify target/demographic areas that will be beneficial to surrounding cities and counties.

The questionnaires will probe for responses that will measure effectiveness of the campaign efforts undertaken by SCCA and Ross-Campbell, Inc. The survey instrument will be uniquely designed to be consistent with the communication patterns and sophistication levels of each target group. The questionnaires will then be tested among 4-6 individuals of each group. After making appropriate adjustments to the survey instrument it will be distributed via the methods described above.

In an effort to attain 100% response, a preprinted return envelope will accompany the mailed survey instruments. Also, specific instructions for faxing, or placing completed forms at the SCCA booth box will be detailed. Upon receipt of the completed questionnaires, appropriate computer assisted tabulation and cross tabulation will be conducted. The tabulations will then be analyzed and reported. Care will be taken to avoid known and unknown biases.

In addition to the series of questionnaires discussed above, we believe there are other indices which will prove useful in determining the effectiveness of the campaign efforts undertaken. These indices include:

- 1) Total number of persons attending events

2) Total number of quality impressions garnered by articles/advertisements publications and general, circulation newspaper articles

3) Total number of hits to SCCA Web site

4) Total number of outreach materials created and distributed.

During the course of campaign implementation tallies along with appropriate documentation for all of the indices will be compiled and finally reported at the end of the grant period.

A draft evaluation report will be submitted to the CIWMB for review and approval in advance of the grant end date. It is expected that the evaluation report will become a part of the project final report which will be submitted to the CIWMB at the end of the grant.

BUDGET NARRATIVE

Event Sponsorship:

This line item covers the flat sponsorship fee for each event day associated with the "Race To Recycle Oil" promotion. It includes Title Rights Sponsorship for the 2000-2002 Championship Road Racing Series, and all associated promotions as outlined in this application. The CIWMB's "Race to Recycle Oil" sponsorship series provides the SCCA with the additional monies needed to help support each race event and promote the used oil recycling message

This is not the same sponsorship amount that the SCCA maintains with other corporate sponsors. Typical costs for a two-day race event can exceed \$30,000. The SCCA typically receives sponsorships for a two-day race event for \$3,500-\$30,000 per event to cover all costs involved. The CIWMB grant funds will provide an adequate amount of monies to help the SCCA organization AND will receive the same high impression race events sponsorship recognition with "Race to Recycle Oil" at this greatly reduced cost.

The per event sponsorship budget of \$1,000 is significantly undervalued based upon the proposed benefit to be realized. Actual value for the sponsorship level proposed is nearly triple that amount based upon hard costs (which includes track rental, insurance, ambulance, track communication, tow trucks, trophies/awards, workers, advertising/postings and misc.)

Personnel Services:

Covers the direct personnel costs for all staff labor to implement the project over a two-year period. Includes all management costs for overseeing campaign tasks and liaison with membership, pre-event and post-event activities labor and management, and sponsorship administration.

Subcontractor Services:

Covers the services for implementing all promotions for the events, including marketing, public outreach, graphic design, advertising, printing, media placement, promotions, specialty items, displays, event coordination, publicity, and free media. Subcontractor costs also cover administering, implementing, and tabulating all elements of the evaluation process. Also included are costs for grant administration, i.e. progress report writing and liaison with the CIWMB.

SCCA Background / Staffing

Founded in 1944 by amateur motorsports enthusiasts, the SCCA today has over 55,094 members. The non-profit organization is thriving as never before, and now sanctions more than 2,000 amateur and professional motorsports events each year.

One hundred eight regional chapters spread across the U.S. provide true grassroots participation, and local amateur events at nearby circuits remain the backbone of club activities.

The individual SCCA regions are brought together into a powerful national club by a full-time professional staff headquartered in Englewood, Colorado. This National Office coordinates and administers rules, licensing, insurance, member benefits and the various SCCA racing series.

Only the San Francisco Region of the SCCA can deliver the world-famous raceways of Laguna Seca and Sears Point to the program outlined here via their regional road-racing series. And only the San Francisco Region of the SCCA can give a visual presence involving NASCAR, CART, INDY Racing, Monterey Historics and other professional motorsports events run at these tracks.

The SCCA employs a staff that includes:

- Project Director – David Vodden
- Finance Manager – Blythe Bonds
- Program Manager – Terry Taylor.

The SCCA and employee staff will handle all planning, staffing and executing of the events and sponsorship.

Sub-contractor

SCCA will utilize the services of Ross-Campbell, Inc. of Sacramento to assist with all publicity, marketing, research, advertising, graphic design, event coordination, copy writing, and specialty item production. In addition, Ross-Campbell will oversee the grant administration -- quarterly and final reports, invoicing, and necessary interaction with CIWMB.

The firm's general knowledge of used oil recycling and waste reduction issues, and their more specific understanding of the goals and desires of the CIWMB, make Ross-Campbell qualified to help SCCA with the used oil outreach program. Ross-Campbell's principals and staff are very familiar with the used oil grants awarded by the California Integrated Waste Management Board. The firm understands the purpose and intent of the grants, and is confident that it can

successfully integrate the goals of the CIWMB with the desires and needs of SCCA

The key challenge in developing an effective used oil recycling public awareness / education program is to drive and sustain interest, commitment, and positive behavior. Everyone "agrees" that we need to protect the environment and do our part," but not enough people take personal responsibility to make it happen. Ross-Campbell's challenge is to create messages that the members and spectators will respond to and as a result, take action to meet the objectives of the CIWMB and SCCA.

Ross-Campbell, Inc. takes great pride in the contributions they have made to the successful implementation of many public awareness campaigns for non-profits, cities, counties and joint powers authorities (JPA's) across California. The firm has worked continually over the past decade to help local government agencies reduce the amount of solid and hazardous wastes taken to their local landfills. The firm has received compliments from many individuals and organizations for the work undertaken on behalf of their clients. But none of the kudos -- whether in the form of awards from professional peers or letters from elected officials -- are as rewarding as the knowledge that the methods are working.

The firm's client's include: the California Integrated Waste Management Board, City of Fremont, the Counties of Yuba and Sutter, the Marin Conservation Corps, the City of San Jose, the County of Sacramento, the City of Santa Clara, Keep California Beautiful, the California Department of Conservation, the City of Sacramento, the City of Palo Alto, the City of Oakland, City of Redondo Beach, Reynolds Aluminum Recycling, Mobile Recycling Corp., and many others.

Exhibit C

WORK STATEMENT

Revised

Applicant: Sports Car Club of America (SCCA) Date: September 14, 2000Reporting and Expenditure Category: Publicity and Education

Activity Number	Description of Activity	Staff or Contractor	Time Period
1A	Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".	SCCA	Nov 1, 2000-Sept 30, 2002
1B	Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.	SCCA	Nov 1, 2000-Sept 30, 2002
1C	Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.	SCCA	Nov 1, 2000-Sept 30, 2002
1D	Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
1E	"Race To Recycle Oil" logo and message on all banners displayed at the raceways.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
1F	Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2A	Inclusion on the SCCA Web site with current updates and links to CIWMB	SCCA	Nov 1, 2000-Sept 30, 2002
2B	Provide bumperstickers on competing race cars with the used oil message.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2C	Patches for participants' uniforms, including drivers.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2D	"Race to Recycle Oil" inclusion on all television and/or event coverage.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2E	On-site promotion of used oil and used oil filter recycling at all racing events.	RC	Nov 1, 2000-Sept 30, 2002

WORK STATEMENT

Applicant: Sports Car Club of America (SCCA)Date: 14 July 2000Reporting and Expenditure Category: Publicity and Education

Activity Number	Description of Activity	Staff or Contractor	Time Period
2F	24 "Race to Recycle Oil" sponsorship race event days at Sears Point Raceway 20 "Race to Recycle Oil" sponsorship race event days at Laguna Seca Raceway 20 "Race to Recycle Oil" sponsorship race event days at Thunderhill Raceway	SCCA/RC	
3A	Design brochure/flyer for the "Race To Recycle Oil" program.	RC	Nov 1, 2000-Sept 30, 2002
3B	Set up/staff tabletop display or booth at all racing events.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
3C	Distribute State and/or local educational materials and premiums at all events.	RC	Nov 1, 2000-Sept 30, 2002
3D	Encourage and advance the use of on-site used oil recycling facilities and encourage the use of re-refined oil in race vehicles.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
3E	Promote and educate the "Race To Recycle Oil" series.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
4A	VIP hosting of State and local agencies during race events.	RC	Nov 1, 2000-Sept 30, 2002
4B	Access for State, Counties and Cities personnel and VIP's to promote used oil and used oil filter recycling.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
4C	Provide access for State, Counties, and Cities to promote used oil and oil filter recycling - an information exchange area to set up exhibits and giveaways promoting their programs.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
4D	Special hospitality area during selected events.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
5A	Inclusion of "Race To Recycle Oil" message on all t-shirt apparel.	SCCA/RC	Nov 1, 2000-Sept 30, 2002

See Reverse for Completion Instructions

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Exhibit C

WORK STATEMENT

Revised

Applicant: Sports Car Club of America (SCCA) Date: September 14, 2000

Reporting and Expenditure Category: Publicity and Education

Activity Number	Description of Activity	Staff or Contractor	Time Period
5B	Production of race series t-shirts, hats, visors, landiers and other giveaway items.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
5C	Special "Race to Recycle Oil"/ Re-refined oil race Event	SCCA/RC	Nov 1, 2000-Sept 30, 2002
5D	Special "Race to Recycle Oil" Statewide Event with SFRSCCA & CALCLUB	SCCA/RC	Nov 1, 2000-Sept 30, 2002
6A	Sponsorship of year-end banquets in 2000, 2001, 2002.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
6B	Sponsor banners in ballroom.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
6C	Sponsor promotional material distribution of "Race To Recycle Oil".	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7A	CIWMB guests included in banquets and ceremonies.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7B	Print editorial / advertising as opportunities are presented.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7C	Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7D	Editorials / features in all media (print and broadcast) that covers the SCCA events.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7E	A series of display advertisements (12 in all) in each issue of <u>The Wheel</u> . Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.	SCCA/RC	Nov 1, 2000-Sept 30, 2002

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WORK STATEMENT

Applicant: Sports Car Club of America (SCCA)Date: 14 July 2000Reporting and Expenditure Category: Publicity and Education

Activity Number	Description of Activity	Staff or Contractor	Time Period
1A	Title Rights Sponsorship of the 2000-2002 Sports Car Club of America (SCCA) Championship Road Racing Series: "Race To Recycle Oil".	SCCA	Nov 1, 2000-Sept 30, 2002
1B	Exclusive name Title Rights of the Regional Road Racing Series with the used oil recycle message: "Race To Recycle Oil" and the CIWMB recycle oil logo.	SCCA	Nov 1, 2000-Sept 30, 2002
1C	Inclusion of "Race To Recycle Oil" and CIWMB name and message on all pre-event SCCA press materials.	SCCA	Nov 1, 2000-Sept 30, 2002
1D	Inclusion of "Race To Recycle Oil" name and message on all schedules, flyers, brochures, programs, premiums, and support vehicles.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
1E	"Race To Recycle Oil" logo and message on all banners displayed at the raceways.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
1F	Inclusion of "Race To Recycle Oil" name and message on all post-event SCCA media including TV, radio, newspapers, newsletters and such.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2A	Inclusion on the SCCA Web site with current updates and links to CIWMB	SCCA	Nov 1, 2000-Sept 30, 2002
2B	Provide Bumperstickers on competing race cars with the used oil message.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2C	Patches for participants' uniforms, including drivers.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2D	"Race to Recycle Oil" inclusion on all television and/or event coverage.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
2E	On-site promotion of used oil and used oil filter recycling at all racing events.	RC	Nov 1, 2000-Sept 30, 2002

See Reverse for Completion Instructions

WORK STATEMENT

Applicant: Sports Car Club of America (SCCA) Date: 14 July 2000Reporting and Expenditure Category: Publicity and Education

Activity Number	Description of Activity	Staff or Contractor	Time Period
5B	Production of race series t-shirts, hats, visors, landier clips and giveaways.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
5C	Special "Race to Recycle Oil"/ Re-refined oil race Event	SCCA/RC	Nov 1, 2000-Sept 30, 2002
5D	Special "Race to Recycle Oil" Statewide Event with SFRSCCA & CALCLUB	SCCA/RC	Nov 1, 2000-Sept 30, 2002
6A	Sponsorship of year-end banquets in 2000, 2001, 2002.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
6B	Sponsor banners in ballroom.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
6C	Sponsor promotional material distribution of "Race To Recycle Oil".	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7A	CIWMB guests included in banquets and ceremonies.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7B	Print editorial / advertising as opportunities are garnered.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7C	Surveys/questionnaires developed/evaluated/statistics recorded. Evaluation Report.	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7D	Editorials / features in all media (print and broadcast) that covers the SCCA events, (i.e. San Francisco Chronicle, May 27, 1998).	SCCA/RC	Nov 1, 2000-Sept 30, 2002
7E	A series of display advertisements (24 in all) in each issue of <u>The Wheel</u> . Ads to bring timely information on used oil recycling including surveys and questionnaires displayed. Each ad to be one full page.	SCCA/RC	Nov 1, 2000-Sept 30, 2002

See Reverse for Completion Instructions

422

FROM :

FAX NO. : 916 446 0386

Sep. 14 2000 04:41PM P3

Budget Itemization**PERSONNEL SERVICES (SCCA)**

Project Director	188 hrs. @ \$85/hr.	\$15890.00
Program Manager	220 hrs. @ \$75/hr.	\$16500.00
Administration	164 hrs. @ \$35/hr.	<u>\$5670.00</u>
Sub-total:		\$38,130.00

PROFESSIONAL/CONTRACTOR SERVICES (Ross-Campbell, Inc.)

Principals	184 hrs. @ \$75/hr.	\$13800.00
Senior Staff	222 hrs. @ \$65/hr.	\$14430.00
Art Director	118 hrs. @ \$75/hr.	\$8850.00
Administrative	193 hrs. @ \$35/hr.	<u>\$6755.00</u>
Sub-total:		\$43,835.00

EVENT SPONSORSHIPS (SCCA)

55 Event Days @ \$1000 per event	\$55,000.00
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(includes Title Rights and all associated promotions)

PUBLICITY AND EDUCATION

"The Wheel" Display Monthly Advertising (SCCA's publication w/ 8,000 readership)	
12 full page ads @ \$600 ea.	\$7200.00

Premium Items (SF Properties)

(for distribution to racers and race fans on race days)

-750 visors @ \$4.76 ea.	\$3570.00
-1900 hats @ \$8.45 ea.	\$16055.00
-1900 badge holders @ 1.13 ea.	\$2147.00
-1200 t-shirts @ \$6.29 ea.	<u>\$7548.00</u>
Premium Items Sub-total:	\$29,320.00

Print And Promotional Products (Rio Media)

(all printed on / with recycled material / paper)

Banners 12 @ \$375. ea.	\$4500.00
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(for placement in high visibility locations at targeted racetracks)

Brochures / Flyers (for distribution to race fans on race days)	
-20,000, flat	\$12470.00

Promotional Products (key chains, pencils, oil rags, patches)	
flat	\$6105.00

Bumper Stickers

(for placement on SCCA member vehicles and for giveaway to race fans)

-10,000, flat	<u>\$3300.00</u>
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Print and Promotional Products Sub-total:	\$26,375.00
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Publicity and Education Sub-total:	\$62,895.00
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GRAND TOTAL:	\$199,860.00
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Budget Itemization

PERSONNEL SERVICES (SCCA)

Project Director	235 hrs. @ \$85/hr.	\$19975.00	-20 ⁸⁴
Program Manager	274 hrs. @ \$75/hr.	\$20550.00	
Administration	205 hrs. @ \$35/hr.	\$7175.00	-9 ⁹⁵
Sub-total:		\$47,700.00	

PROFESSIONAL/CONTRACTOR SERVICES (Ross-Campbell, Inc.)

Principals	195 hrs. @ \$75/hr.	\$14625.00	-20 ⁸⁴
Senior Staff	235 hrs. @ \$65/hr.	\$15275.00	
Art Director	125 hrs. @ \$75/hr.	\$9375.00	
Administrative	205 hrs. @ \$35/hr.	\$7175.00	
Sub-total:		\$46,450.00	

EVENT SPONSORSHIPS (SCCA)

65 Event Days @ \$1000 per event (includes Title Rights and all associated promotions)	\$65,000.00
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PUBLICITY AND EDUCATION

"The Wheel" Display Monthly Advertising (SCCA's publication w/ 8,000 readership) 24 full page ads @ \$600 ea.	\$14400.00
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Premium Items (SF Properties)

(for distribution to racers and race fans on race days)

-1,000 visors @ \$4.76 ea.	\$4760.00
-2,500 hats @ \$8.45 ea.	\$21125.00
-2,500 badge holders @ 1.13 ea.	\$2825.00
-1,500 t-shirts @ \$6.29 ea.	\$9435.00

Premium Items Sub-total:	\$38,145.00
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Print And Promotional Products (Rio Media)*

(all printed on / with recycled material / paper)

Banners 15 @ \$375. ea.	\$5625.00
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(for placement in high visibility locations at targeted racetracks)

Brochures / Flyers (for distribution to race fans on race days) -20,000, flat	\$12470.00
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Promotional Products (key chains, pencils, oil rags) flat	\$13125.00
--	------------

(for distribution to race fans on race days)

Penlights 1,500 @ \$2.23 ea.	\$3345.00
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(for distribution to race fans on race days)

Bumper Stickers (for placement on SCCA member vehicles and for giveaway to race fans) -10,000, flat	\$3300.00
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Print and Promotional Products Sub-total:	\$37,865.00
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*Please refer to quote provided in appendix.

Publicity and Education Sub-total:	\$90,410.00
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GRAND TOTAL:	\$249,560.00
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190

424



Price Quote

To: Paul Marshall - Ross-Campbell, Inc.

Date: June 28, 2000

Re: Promotional & Print Product Pricing

Paul-

Per your request, here is a price quote for promotional products (key chains, recycled tire pencils, oil rags and pen lights) and print products (banners, brochures and bumperstickers). Please feel free to call me with any questions regarding these items or other promotional and printing needs at (916) 446-7525. Thank you!

• **15 Banners - \$5625.00**

(2" x 6" 3-color banner, vinyl w/hanging grommets)

• **20,000 Brochures - \$12,470.00**

(8 1/2 x 11, 4-color, scored and folded, 60 lb. Gloss recycled paper)

• **10,000 Bumperstickers - \$3,300.00**

(standard gloss, perma-stick, uv-coating, 3-color)

• **4750 Key Chains - \$4,370.00**

(vinyl fob, 2-color, 1-side print, recycled content)

• **7850 Recycled Tire Pencils - \$4,396.00**

(1-color imprint, gold ferrule, unsharpened)

4050 Oil Clean-up Rags - \$4,359.00

(remnant-type cloth, 8" x 8", black imprint)

• **1500 Adva-Light Penlight - \$3,345**

(hi-intensity beam click-it light, replaceable battery, 2-color)

Total Quote: \$37,865.00

GRANTS SUMMARY WORKSHEET

Grantee	Agreement Number	Grant Award \$	Granting Entity and Brief Project description	% of Project Completed
Sports Car Club of America (SCCA)	UNP3-98-2626	\$124,029	State of California (CIWMB) Used Oil Grant. Title Rights Sponsorship of the 1998 - 2000 SCCA Road Racing Championship Series under the campaign title "Race To Recycle Used Oil"	92% October 1998 - September 2000

See Reverse for Completion Instructions



Half Moon Bay Technologies

734 Le Mans Way, Half Moon Bay, CA 94019-1437
Gary Pitts, JD, PhD Ph/Fx 1-415-726-7396 gary365@aol.com

July 11, 2000

By Fax

Mr. David Vodden
San Francisco Region Sports Car Club of America (SCCA)
P O Box 966
Willows, Ca 95988

RE: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

At a recent race which I attended, I heard the SCCA's Chief Announcer, Ms. Mary Lou Robson, talk about the oil recycling program of the California Integrated Waste Management Board. This is a great program!

On behalf of Half Moon Bay Technologies, I would like to offer my support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, when funded, will certainly enhance our State's efforts to create a positive public outreach program in this very vital ecological challenge!

I know that most programs under this funding attempt to deliver the message through pamphlets and giveaways. While the Race to Recycle Oil program uses these techniques, it has the added benefit of sports marketing. People exposed to the SCCA Race to Recycle Oil program are more receptive to the idea and the process because they see it as part of something they truly enjoy. SCCA members are open to the idea, listen to the message and change their behavior. The results are seen in the recycled oil statistics at the race tracks where an almost 100% increase has occurred.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oils will benefit the community. Targeting raceway participants and fans and the do-it-yourself enthusiast is an exceptional way to promote used oil recycling and the use of remanufactured oils.

Sincerely

Gary Pitts, C.E.O.

MONTEREY COUNTY



DEPARTMENT OF HEALTH ROBERT C. EGNEW, M.S.W., M.P.H., Interim Director

FAMILY & COMMUNITY HEALTH
EMERGENCY MEDICAL SERVICES

ENVIRONMENTAL HEALTH
BEHAVIORAL HEALTH

HEALTH PROMOTION
ADMINISTRATION

July 7, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden:

On behalf of Monterey County, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program regarding the proper recycling of used motor oil at the Laguna Seca Raceway, as well as throughout Monterey County and California.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit Monterey County. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote use oil recycling.

Sincerely,

Walter Wong, M.P.H., R.E.H.S.
Director of Environmental Health

A handwritten signature in cursive script, appearing to read "Jon Jennings".

Jon Jennings, R.E.H.S.
Chief, Hazardous Materials/ Solid Waste Management Branch



PUBLIC WORKS DEPARTMENT

1600 First Street
PO Box 660
Napa, California 94559-0660
(707) 257-9520
FAX (707) 257-9522

July 13, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

On behalf of the City of Napa's Waste Reduction/Recycling Division, I would like to offer our support to the Sports Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

Kevin Miller
Waste Reduction/Recycling Coordinator
City of Napa



**NAPA COUNTY DEPARTMENT OF
ENVIRONMENTAL MANAGEMENT**

1195 THIRD STREET, ROOM 101
NAPA, CALIFORNIA 94559-3082
(707) 253-4471 FAX (707) 253-4545

TRENT CAVE, R.E.H.S.
Director

July 14, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
Post Office Box 965
Willows, California 95988

Re: CIWMB USED OIL NONPROFIT GRANT FOURTH CYCLE

Dear Mr. Vodden:

On behalf of Napa County, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will provide outreach to an important target audience. Sears Point Raceway attracts thousands of people from a wide bay-area geographic region including many from Napa County.

The SCAA'S continued dedication to helping the CIWMA provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

A handwritten signature in cursive script, appearing to read "Amy Garden".

Amy Garden
Environmental Resource Specialist

cc: Trent Cave, Director, Department of Environmental Management

Glenn County Public Works and Development Services Agency

P.O. Box 1070
777 North Colusa Street
WILLOWS, CALIFORNIA 95988-2298
Telephone (530) 934-6530 From Orland (530) 865-2782 FAX (530) 934-6533

Roads and Bridges
Transportation
Transit
Surveyor / Engineer
Willows Airport
Orland Airport
Solid Waste Landfill



THOMAS J. TINSLEY
Public Works Director

Flood Control
Stream Cleaning
Water Resources
Street Lighting
North Willows CSA
Storm Drain Maint.
Dist. #3

July 13, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

RE: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden:

On behalf of the Glenn County Public Works Department, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and Do-It-Yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

Gerald N de Roco
Solid Waste/HHW Manager
Glenn County Public Works Department

City of Willows

P. O. Box 864 • Willows, California 95988 • (916) 934-7041 • Fax (916) 934-7402



July 11, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
Post Office Box 966
Willows, California 95988

Dear Mr. Vodden:

RE: CIWMB Used Oil Nonprofit Grant Fourth Cycle

On behalf of the City of Willows, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our community's efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence toward the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

Mike Mistrot
City Manager

MM:ces



Department of
Environmental Management
601 Texas Street
Fairfield, California • 94533

Planning Services Division

phone: (707) 421-6765

fax: (707) 421-4805

7 July 2000

Mr. David Vodden
San Francisco Region,
Sports Car Club of America, San Francisco Region
Thunderhill Raceway
PO Box 966
Willows, CA 95988

RE: Support for Sports Car Club of America Promotion of Re-refined Oil

Dear Mr. Vodden:

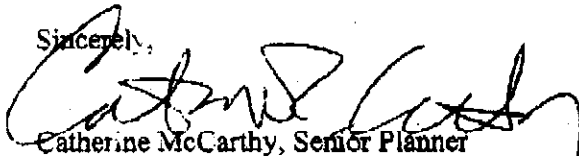
On behalf of Solano County I would like to encourage the CIWMB to fund the proposed nonprofit oil grant which would fund the Sports Car Club of America (SCCA) Promotion of Re-refined promote oil recycling and using re-refined motor oil. This proposal includes promotion at sports car club events and racetracks located in Northern California. Research has shown that attendees at these events tend to have a much higher percentage of people who are Do-it-yourself oil changers and who can become advocates for oil recycling.

Solano County agencies have worked together to use their existing oil recycling block grant funds to expand opportunities for used oil recycling services and to promote the use of these services. While the County has been interested in working with racecar drivers and race tracks to promote used oil recycling and use of re-refined oil, we have chosen to use our limited resources on providing more basic services. However, grant funding such as this would enable us to work with racecar and racetrack promotions - a technique which has proven to be very effective in other communities.

In the past, Ross-Campbell has worked with the SCCA to promote oil recycling and the use of re-refined oil at sports car racing events and has given out information on local services including literature from Solano County.

If you have any questions, please do not hesitate to contact me.

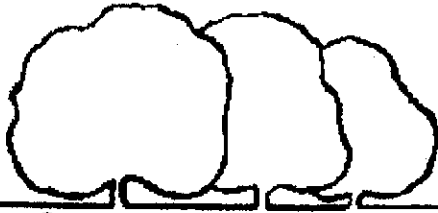
Sincerely,



Catherine McCarthy, Senior Planner

c: Solano County Local Task Force for Integrated Waste Management

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City of Woodland

300 First St. Woodland, CA 95675 phone: 530-661-5969 fax: 530-661-5844 email: rebeccabrown@ci.woodland.ca.us

July 12, 2000

David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

On behalf of the City of Woodland, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with Woodland's efforts to create a positive public outreach program. You were very supportive of my efforts during our past Hot August Night event and I appreciated the loan of your banner and SCCA's information as part of my outreach during that event.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil and used oil filters will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil and oil filter recycling.

Sincerely,

Rebecca Brown
Waste Reduction/Recycling Coordinator
City of Woodland

California State Senate

SENATOR
K. MAURICE JOHANNESSEN
FOURTH SENATORIAL DISTRICT



July 12, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

I would like to offer my support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

K. MAURICE JOHANNESSEN

KMJ: dag

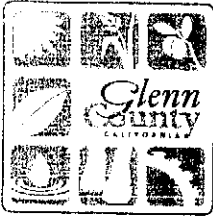
STATE CAPITOL
SACRAMENTO, CA 95814
(916) 445-3353
(916) 445-7750 FAX

410 HEMSTED DRIVE, SUITE 200
REDDING, CA 96002
(530) 224-4706
(530) 224-4794 FAX

2967 DAVISON COURT, SUITE A-1
COLUSA, CA 95932
(530) 458-4161
(530) 458-4184 FAX

1170 NORTH LINCOLN ST. STE 106
DIXON, CA 95620
(707) 678-3195
(707) 678-3198 FAX

435



**Glenn County Board of Supervisors
Dick Mudd, District 3
526 West Sycamore Street, P.O. Box 391
Willows, CA 95988**



July 11, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

SUBJECT: CIWWB USED OIL NONPROFIT GRANT FOURTH CYCLE

Dear Mr. Vodden:

On behalf of Glenn County, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWWB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

Dick Mudd
District 3 Supervisor
Glenn County



July 11, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden:

On behalf of Safety-Kleen, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our companies' and communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil and will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

Richard E. Bravieri
Vice President, Special Markets & Marketing Services
Safety-Kleen

SAFETY-KLEEN CORP.

1301 GERVAIS STREET, 3RD FLOOR

COLUMBIA, SC 29201

803/933-4200

437



Steven D. Johnson
President & CEO

July 12, 2000

Mr. David Vodden
San Francisco Region, SCCA
Thunderhill Raceway
Post Office Box 966
Willows, California 95988

Re: CIWMB used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden:

On behalf of the Sports Car Club of America, Inc., I would like to offer our support to the San Francisco Region SCCA for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The San Francisco Region SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Johnson', is written over a horizontal line.

Steven D. Johnson

SDJ:lm

SPORTS CAR CLUB OF AMERICA, INC.
9033 E. Easter Place, Englewood, CO 80112
(303) 694-7222 FAX (303) 694-8879

438



Highways 37 & 121 . Sonoma, CA 95476 (707)938-8448 Fax (707)938-8430

July 12, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

On behalf of Sears Point Raceway, I would like to offer our support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,

Steve Page
Sears Point Raceway
President and General Manager

David Vodden

From: "Roger Eandi" <rogereandi@earthlink.net>
To: "david vodden" <dvodden@glenn-co.k12.ca.us>
Sent: Wednesday, July 12, 2000 9:57 AM
Subject: recycle oil

EANDI METAL WORKS INC.
976 23rd Ave. Oakland Ca. 94606

On behalf of Eandi Metal Works, I would like to offer my support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, when funded, will certainly enhance the States' efforts to create a positive public outreach program in this very vital ecological challenge!

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oils will benefit the community. Targeting raceway participants and fans and the do-it-yourself format is an exceptional way to promote used oil recycling and the use of remanufactured oils.

Eandi Metal Works is now formulating an implementation plan to use re-refined products in both our fleet of more than 50 vehicles and 60 power driven construction equipment items.

Sincerely,
Roger E Eandi
President

CASTLE BEACH
C O M P A N Y

10000 N. 1st Street, Suite 100, Scotts Valley, California 95066-1000
Phone: (415) 421-1111 Fax: (415) 421-1112 Email: info@castlebeach.com

July 8, 2000

Mr. David Vodden
San Francisco Region Sports Car Club of America (SCCA)
P O Box 966
Willows, Ca 95988

RE: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

On behalf of Castle Beach Company, I would like to offer my support to the Sports Car Club of America for your grant application to the California Integrated Waste Management Board. Your upcoming project, when funded, will certainly enhance the States' efforts to create a positive public outreach program in this very vital ecological challenge!

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oils will benefit the community. Targeting raceway participants and fans and the do-it-yourself enthusiast is an exceptional way to promote used oil recycling and the use of remanufactured oils.

It's wonderful what the California Integrated Waste Management Board is doing to conserve our vital petroleum resources! Just think, if a majority of the population were using recycled oil, wouldn't the price of gasoline be down in an acceptable price range!!

Sincerely

Gary Pitts
General Partner

441



July 12, 2000

Mr. David Vadden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
PO Box 966
Willows, CA 95988

RE: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear David:

On behalf of K&K Insurance, I offer our support to the San Francisco Region, SCCA for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with the racing communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers, is an exceptional way to promote used oil recycling.

Sincerely,

Tony Phelps, CPCU
Account Manager

jal

JUL-11-2000 13:30

532422464

P.02

**TOBACCO*FREE
CHALLENGE
Racing**

490 Golf Club Road • Pleasant Hill CA 94523 • PHONE (925) 680-7818 FAX (925) 680-7819

July 10, 2000

Mr. David B. Vodden, CEO
San Francisco Region, SCCA
Thunderhill Park Raceway
P. O. Box 966
Willows, CA 95988

Re: CIWMB Used Oil Nonprofit Grant: Fourth Cycle

Dear David:

The entire staff of Tobacco*Free Challenge Racing enthusiastically supports the Sports Car Club of America in your grant application to the California Integrated Waste Management Board. When funded, your upcoming project will unite with complementary community outreach programs such as ours to create a unified, positive public outreach program.

The SCCA's continued dedication to assist the CIWMB to provide information and influence toward the proper recycling of used motor oil will benefit the entire community. Targeting raceway enthusiasts and those who insist on being do-it-yourselfers is an excellent way to promote used oil recycling.

CIWMB and SCCA are natural, complementary partners. We look forward to supporting both of you in your endeavor.

Sincerely,



Janet Abbott
Program Director

TOBACCO-FREE CHALLENGE RACING, a project of the Public Health Institute, is funded from Proposition 99, the Tobacco Tax Initiative, grant # 00-90390.

TOTAL P.02

443

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society of america

Northern California
Chapter
832 Folsom Street
9th Floor
San Francisco, CA
94107-1142
(415) 543-9821
Fax: (415) 512-8866
Email: leukemia@flash.net
www.leukemiausa.org

May 27, 1998

Ross & Campbell, Inc.
1707 18th Street
Sacramento, CA 95814

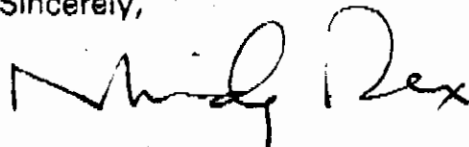
To The California Integrated Waste Management Board:

I am writing to let you know that the Leukemia Society of America's Northern California Chapter has had the pleasure of working with the Sports Car Club of America's San Francisco Region for the last several years. During this time the SCCA operated as a professional organization of men and women dedicated to the education and recreational use of the automobile. As a result of our combined efforts, we were able to raise over \$250,000 to support Leukemia Society research dedicated to finding a cure for leukemia and related cancers.

I would highly recommend the SCCA as a working partner. They are a reputable, honorable and good organization that has helped enormously in our quest for a cure.

If you have any questions, please feel free to contact me.

Sincerely,



Mindy Rex
Development Director

cc: Vicki Weiland, Executive Director

**California Integrated Waste Management Board
Used Oil Nonprofit Grant Program - Fourth Cycle**

**Re-Refined Oil Purchasing Policy
Verification Form**

Definition: A policy of an agency as provided by the Public Contact Code specifically to purchase and use re-refined oil in agency vehicles and equipment.

Instructions: This form is part of the Grant application.

Name of Applicant: Sports Car Club of America (SCCA), SFR

Re-Refined Oil Policy Adopted: Yes ☒

Date Policy Was Adopted: January, 1999

No ☐

(Stop here if you do not have a Re-Refined Oil Policy.)

Briefly describe your Re-Refined Oil Policy. List types of vehicles or equipment in your agency that use re-refined oil.

The Sports Car Club of America has implemented a policy of using re-refined oil in all fleet vehicles including all emergency, safety, and on-track vehicles used by the SCCA in support of NASCAR, CART, Indy Car, ALMS, and SCCA Club racing events. All of these vehicles carry the "Race To Recycle Oil" decals as well. The Club also encourages its 5000 members to use and promote the use of re-refined oil products. In addition, the Club's wholly owned racetrack, Thunderhill Park in Glenn County, also follows a policy of using re-refined oil in all of its track vehicles. Finally, the SCCA sanction races nationwide with the "Race To Recycle Oil" Series, the premier program in the Club. All race drivers are encouraged to use re-refined oil in competition whenever possible with bonus contingencies offered for those who do so and win. All SCCA venues and Thunderhill Park have certified oil recycling centers. The SCCA actively promotes the use of these centers and, in doing so, effectively promotes the message to all that are exposed to the public address system announcements. Types of vehicles involved include emergency trucks, tow trucks, equipment vans, staff transportation vehicles, fire trucks, ambulances, tractors, and about 600 racers (more or less).

Briefly evaluate your agency's Re-Refined Oil Policy. 1. What aspects have been successfully implemented? 2. What areas need improvement?

Because of the loyalty of race enthusiasts and the proven methodologies used in motor sports marketing, the "Race To Recycle Oil" sports marketing program has been a huge hit. In its initial season, thousands of active, energetic and leader-type men and women have embraced the issue of recycled oil. This has been reflected in their behavior as well with oil recycling levels up significantly and the acceptance of the concept. The catalyst is the shared passion for the sport and the use of the sport to deliver the message. In 2000-2002, the SCCA "Race To Recycle Oil" Series will increase awareness and usage of re-refined oil in both published promotional materials on the airways at the speedways. Added incentives for the successful use of re-refined oil will be put in place along with the expansion of the program to additional venues and increase the local government involvement. The greatest improvement will occur in the expansion of the message by increased exposure, added venues, new marketing ploys, and continually achieved through spaced recognition and multi-media attacks.

Print Name: David Vodden

Title: CEO Project Director

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**California Integrated Waste Management Board
Used Oil Nonprofit Grant Program - Fourth Cycle**

Exhibit H

**Green Procurement Policy
(Recycled Content Purchasing)
Verification Form**

Definition: A policy of an agency as provided by the Public Contract Code specifically to purchase recycled-content products instead of non-recycled products whenever available at no more than the total cost of non-recycled products, fitness and quality being equal. Such products to be available within a reasonable time.

Instructions: This form is part of the Grant Application.

Name of Applicant: Sports Car Club of America (SCCA), SFR

Green Procurement Policy Adopted: ☒ Yes Date Policy Was Adopted: January, 1999
No ☐

(Stop here if you do not have a Green Procurement Policy.)

Briefly describe your Green Procurement Policy; list types of recycled products purchased.

Region-wide policy to implement recycled content product purchases, in addition to re-refined oil purchases, where possible in support of and in conjunction with 1998-2000 CIWMB grant sponsorship of race series. Includes everything from office products and equipment to vehicle products and re-refined oil.

Briefly evaluate your Green Procurement Policy. 1. What aspects have been successfully implemented? 2. What areas need improvement?

Increased awareness of product availability and purchasing has mounted as a result of, and in support of the, "Race To Recycle Oil" sponsorship in the region. However, more research of suppliers and products is needed to encourage extended use and knowledge of recycled content products.

Print Name: David Vodden

Title: CEO Project Director

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David B. Vodden
MBA - Business Marketing and Finance
Born: Billings, Montana
Chief Executive Officer SCCA
Thunderhill Raceway Park

Mr. Vodden has a long and successful career in motorsports marketing and management. His role with the SCCA, including the development and operation of Thunderhill Park, stand as lifetime achievements. He has a long history of community service and public benefit activities which support his role as Program Director of the "Race To Recycle Oil" program. His public speaking and advocacy skills further enhance his effectiveness on behalf of the California Integrated Waste Management Board through the "Race To Recycle Oil" Series.

Mr. Vodden is serious about his role in the task of educating and modifying the behavior of California citizens in the environmentally sound programs associated with using re-refined oil and properly recycling used oils. His unique background, dedication, and position within the motorsports industry make him an ideal representative and advocate for this program.

President: Willows Rotary Club
President: D. B. Vodden Racing
Director: Glenn / Butte County United Way
Tri-Counties Economic Development Corporation
Glenn County Fair Board
Motoring Press Association
San Francisco Region Properties, Inc.

Program Director: Tobacco Free Challenge racing
"Race To Recycle Oil" Series / SCCA

Public Address Announcer: Various speedways
Published Journalist and Columnist: Racing Wheels, The Wheel, National Speed Sport News

Argus Courier, Tri- Counties Newspapers, Valley Mirror
Member: Various racing organizations and Clubs

Past Member: Leukemia Society of Northern California
Fontana United Way
President Fontana Chamber of Commerce
Economic Development Chamber of Commerce
San Bernardino Trade Club
President Californians Racing Association
Business Manager Northern Auto Racing Club
Business Manager National Midget Racing Association
Motoring Press Association
Motoring Press Guild Los Angeles
President California Civil War Series

Terry Taylor
BA - Chico State, Social Science
Born: Willows, California

Terry Taylor is an Executive Assistant for San Francisco Region Properties, dba Thunderhill Raceway Park. In this role, she is able to attend all SCCA / "Race To Recycle Oil" events and manage the promotional efforts. She is also able to staff the "Race To Recycle Oil" Event Booth and present the "Race To Recycle Oil" message face-to-face with SCCA members and spectators. She is the Board liaison and financial advisor on the Race To Recycle Oil program with the SCCA Board of Directors.

Terry is a former Grant administrator for the City of Willows CDBG funded housing rehabilitation program. She has served as the State Inheritance Tax Referee for Glenn County, by appointment of California State Controller, Ken Cory. As a licensed Real estate agent / appraiser she handled complex contracts and negotiations. She is a former Executive Assistant to the Tobacco Free Challenge Racing program funded under Proposition 99, tax initiative.

Terry has also served as a City Planning Commissioner and currently is a City Council person for the City of Willows. Terry brings an extremely diversified and well-matched background to the "Race to Recycle Oil" program and, together with David Vodden, makes a formidable team on behalf of the CIWMB and the "Race To Recycle Oil" motorsports marketing program.

the wheel

Display Advertising Rates Effective January 1, 2000

<u>Page Size</u>	<u>1X</u>	<u>6X</u>	<u>12X</u>
Full (10 1/4 x 16)	750	650	600
1/2 (7 1/2 x 10 5/8 or 10 1/4 x 8)	330	290	260
1/3 (5 x 10 or 7 1/2 x 6 1/2)	225	205	195
1/4 (5 x 7 1/2 or 7 1/2 x 5)	165	155	145
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1/12 (2 1/4 x 5 or 5 x 2 1/4)	65	55	50
1 Column Inch	12	12	12



The Wheel is the official monthly publication of the San Francisco Region of the Sports Car Club of America (SCCA). It is delivered via Second Class mail to all members of the SF Region of the SCCA, through subscriptions at a rate of \$15 per year, and through retail sales.

Published monthly on or about the 15th of the month preceding the cover date of the issue, i.e. the June issue is published May 15th. Reservation deadline is the 1st of month, i.e., April 1st for the June Issue. Camera ready copy deadline is the 5th of the month preceding cover date.

449

Mechanical

Printed web offset on quarterfold format. Has magazine-style front and rear covers. The Wheel is printed on Electrobrite newsprint. Prefer unmounted velox of art with photo's pre-screened at 85 line, 100 line max. Scotch prints, negs, mounted art, etc., are acceptable but may be subject to additional handling. Columns 14 picas wide, column space 2 picas. Full service production service available at extra cost.

Color

Color is available at extra cost. On center pages, color is an additional \$300 per insertion. Other pages are more. Contact The Wheel for further information.

Inserts

Inserts are available. Contact The Wheel for pricing and production requirements.

Discounts and Terms:

All accounts net 30. Agency commissions of 10% apply to all ads 1/4 page and larger. Overdue accounts are subject to 1.5% per month interest penalty (18% per year). Credit subject to prior approval.

For More Information Contact:

John Blakemore
The Wheel
2969 East 7th Street
Oakland, CA 94601
(510) 533-0505 FAX (510) 533-0774
E-mail - sfrwheel@earthlink.net

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Feb/Mar
2000 \$1.25

The Official Publication of the San Francisco Region of the SCCA

Y2K "Race To Recycle Oil" Championship Series



Inside:
Solo II Update
San Ramon —
Awards Banquet

1999 SFR Awards Banquet



— S2 —
Robert Copnrad, 2nd - David Fergusen, Champion - Jeff Read, 3rd



— TC —
Race To Recycle Oil's Carle Beckstein (L) and Sally French (R) with Terry Vedden, David Vedden, Champion and Colleen Worthington





— GT4 —

John Lease, 2nd - Greg Mahan, Champion



— FV —

Collin Cross, 4th - Larry Bacon, 5th - Matt Rosemond, Champion - Justin Guichard 6th



— GP —

Frank Lattuca, Champion - Tom Turner, 3rd



— GT5 —

Champion Will and Bonnie Pool



— Baby Grand —

Mark Smith, 2nd - Sean Kelly Champion

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the wheel®

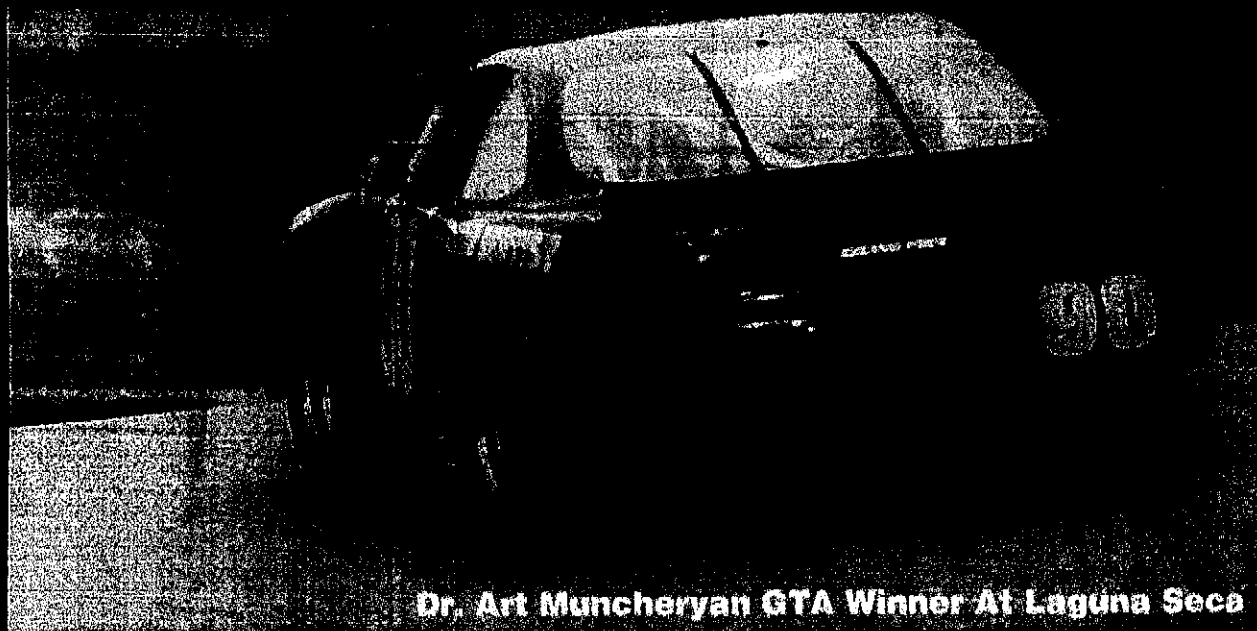


June

The Official Publication of the San Francisco Region of the SCCA

Y2K "Race To Recycle Oil" Championship Series

San Francisco Region SCCA
Road Racing 2000



Dr. Art Muncheryan GTA Winner At Laguna Seca

Inside:
Solo II Update
2000 SFR Road Racing
Laguna Seca-Thunderhill

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SACRAMENTO, CA 95814-1719



453

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April 2000

SportsCar

\$2.95

The Official Publication of the Sports Car Club of America

38
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FASTER! CHEAPER! BETTER!

More than
200 Race
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*Instant Experience: Pointers
from Your Fellow Racers

INSIDE: • A New Era for Trans-Am
• The 2000 National Convention

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Divisional Convention Highlights

The annual NPDiv Convention was held in Reno, Nev., at Harrah's Casino in January. **Margo Carnevale** and **Holly Remington** planned the three-day event, along with their Convention Committee, which included the new and retiring Oregon REs—**Win Casey** and **Donna Battin**, respectively. Seminar and session presenters included: **Jerry Boone**, DSR driver and Portland *Oregonian* motorsports editor; **Lou Bruneau**; **Satch Carlson**, keynote speaker; **Ed LaPlante**; Women's Global GT Series Champion **Cindi Lux**; **Jeff Niess**; **Rich Olmstead**; Oregon Region Rally Director **Kevin Poirier**; **Bernice Stanley**; and Oregon Region Steward/Director **Skip Yocum**.

The loose ends were finally tied on the establishment of the Divisional Administration Board, which was conceived a couple of years ago to provide support to Regional activities and events, with the primary focus on communication with and between the Regions. Oregon's **Gary Van Horn** is Chairman/Secretary, with Oregon's **Margo Carnevale** and **Donna Battin** as Treasurers. The Board consists of the eight REs (or delegates), as well as Area Nine Director **Gary Pitts** and NPDiv Executive Steward **Peter Brand**. The by-laws were approved at the convention.

Among the Board's activities will be conducting future Divisional conventions; providing a Divisional scheduling forum; presenting Divisional awards recognizing outstanding performance and contribution; Intra-Regional training and development; and networking.

A Special Awards Banquet

San Francisco Region held its annual awards banquet in January rather than November, and jointly with the Solo community for the first time since 1973. In a unique format, the evening began as a single event, for all the major and unique awards and honors, before breaking off into Solo and road racing sessions. Including 130 Soloists, 525 members were in attendance for the largest-ever SFR banquet.

Among the many awards presented was the Premiere Award of Merit, given to a group for the first time—Tracer Racing. **Chuck Billington**, the remaining half of the longtime CSR/DSR team,



The tightly knit Tracer Racing team is the recipient of San Francisco Region's Premiere Award of Merit.

accepted on behalf of the late **Tom Foster** and the entire Tracer crew, most of whom have been together for more than 20 years.

SFR said goodbye to **Art Perry**, chief paddock marshal and longtime Region member, who passed away the week before the banquet. He was posthumously awarded the Thunderhill Park Worker of the Year, which was accepted by his widow, **Fran**. Perry had been a member of SFR since 1967, but had been involved with SCCA and SFR since the early '50s. He has been honored by both SFR's Thunderhill Park, and Sears Point Raceway; both venues have named their paddocks in honor of Perry.

Caroline Rotella received the Race Chairman's award; **Roger Eandi** was the Regional Executive's award winner; **Dr. Richard Lee** presented the Patty Piantanida award to **Karla Bynum** from Reno; **Mary Lou Robson** presented the Rocky Robson award to **Doris Gooding** and **Bill Bass** and announced the award will be retired. **Jim Holtzman** was the Illgen Worker of the Year.

Solo awards included Most Improved Female Driver—**Sharon Levy/CSP**; and Most Improved Male Drivers—**Don Ebaugh** and **Derek Butts**. The Solo Chief's awards for Outstanding Contributions in 1999 went to **Jim Williams**, Solo II photographer; **Rick Urschel**, Solo II writer; retiring equipment manager **Chris Cox**; and 30-year Solo II member **John Kelly**, for site acquisitions.

Upcoming Events

The Division again will celebrate holidays at the races. Memorial Day weekend will be the 20th Annual NPDiv Double Nationals at Thunderhill Park, hosted by Northwest and Montana Regions. The Wild Wild West Nationals, which will be hosted by Oregon and Montana Regions, will be held at Portland International Raceway on Independence Day weekend.

Unfortunately, the NWR Doo Wop Rally had to be canceled due to the Department of Land Resources rescinding permission at the last minute.

Reno Region's Solo schedule is comprised of an autocross school and 17 Solo II events. Its full schedule includes the traditional Memorial Day North-South Challenge at Hawthorne Airport with Las Vegas Region. The North-South Challenge with Snake River Region is being revived at the new Winnemucca Airport in June. The revival Challenge will feature two totally different courses.

Snake River Region has 17 events on this year's calendar, including a couple of series within the season. One of the new series, with its own special points, will be Endurocross, consisting of two weekends—one early and one late in the year. ●





Ain't Racing Grand!

JENNIFER BAKKER

by James Heine

It is perhaps an indication of Jennifer Bakker's love for racing that she earned her Regional competition license last year before she attained that universal goal of every 16-year-old—her state driver's license.

Bakker, who recently earned her National license, attended an SCCA driving school last spring just after her 16th birthday. It was not until August that the Chicago Region member who hails from Bridgeview, Ill., acquired a "civilian" driver's license from the State of Illinois.

"I started racing go-karts when I was in third grade," she says, "but I had a bad accident in practice, and I said, 'I don't want to do this anymore.' So we put the go-kart in the garage and left it there. I'd go out there now and then and look at it, but nobody said anything about racing. When I was in eighth grade, in 1997, my dad asked me, 'Would you like to race again?' I said, 'Yes, I'll try it again.'"

In addition to karts, Bakker raced in Super Mini Cup cars, which are 400-pound NASCAR Winston Cup lookalikes on a 60-inch wheelbase.

"I raced in the Future Stars [category]," she says. I had seven feature wins, and I won two track championships. I also finished second in the state, and in the top 10 nationally."

In 1998, Bakker focused on the Super Mini Cup series. "I went professional. I had 12 top-five finishes, and I finished third at Joliet in the track championship and fourth in the state."

Last year, Bakker moved to a Baby Grand sedan and SCCA Regional competition. "In karts, there is a challenge," she says, "but looking back on it, Baby Grands are more demanding and more fun. I like the way they handle, and I like the speeds and the braking."

In addition to racing at Gateway International Raceway, the site of her driver's training, Bakker competed at Road America, Gingerman, Blackhawk Farms and Indianapolis Raceway Park. At IRP, she also tested the five-eighths-



MARTY LANGENBERG PHOTOS

"If I do get married, I want to marry someone who is OK with my racing. I don't want someone who sits there and says, 'You can't race, because you're going to hurt yourself.'"

mile oval. "Actually, we just got to practice. Everything was going really well," she says, "but then the battery died, and we couldn't get the car started again."

How did she feel at a time like that?

"I cried," she says. "I had wanted to race an oval all year, and I was doing really well. It was a big disappointment."

Bakker's love of racing comes from her dad, David, she says. "I cannot say enough good things about him. My dad and my crew chief, Mark Amenda, have been a great help."

Bakker also acknowledges that she receives invaluable help from six-time Formula 500 National Champion Alan Kneil and from her 11-year-old sister,

Julie, who does timing and scoring for her.

This year, Bakker's goal is the Chicago Region's Baby Grand Championship. "In 2001, we're hoping to move to ARCA [Automobile Racing Club of America] and get a ride there. We hope to get enough sponsorship to get me into a big car."

What does Bakker enjoy about racing?

"I like the challenge of it. I enjoy learning how to do things well," she says. "I like the feeling you get when you realize, 'I couldn't do this before, and now I can.'"

Bakker's long-term goal is a NASCAR Busch Series ride. On a personal level there is also marriage and a family—but not right away, she says.

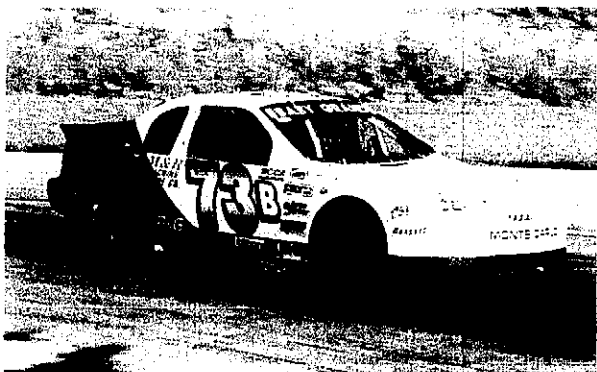
"I want to get married, but not for a while...maybe in 10 years or so. Being a girl, I can't really race and be pregnant at the same time. If I do get married, I want to marry someone who is OK with my racing. I don't want someone who sits there and says, 'You can't race, because you're going to hurt yourself.'"

Currently, Bakker enjoys her life as a junior at Argo Community High School in Summit, Ill., where she maintains a 3.8 GPA. "I like hanging out with my friends," she says, "but most everybody likes to do that. I like to Rollerblade, and I like outdoor sports like canoeing and fishing."

Her friends think her racing is "really cool," Baker adds, although some of them—of the male variety—are initially incredulous. "When they find out that I race, they always say they'll go out and beat me," Bakker says.

Her response, even though she knows the challenge is in fun?

"Yeah, sure." ●



Jennifer Bakker has set her sights on the Regional Baby Grand Championship, with the Busch Series in the not-too-distant future.

FOR IMMEDIATE RELEASE:

Media contact: David Vodden (530) 934-5588

Event date: Ongoing

SAN FRANCISCO REGION PROMOTES "RACE TO RECYCLE OIL".

Willows CA. The San Francisco Region of the SCCA is promoting the use of recycled oil and the recycling of used oil as part of the title-rights sponsorship of the Club's 2000 Regional Championship Series. Secured by veteran SCCA marketer, David Vodden, the program provides in excess of \$124,000 in sponsorship money for the Club and it's regional racing program. Drivers wear Race to Recycle Oil patches on their uniforms and display similar decals on their racecars. Banners are hung throughout the raceway including Sears Point, Laguna Seca and Thunderhill. Ads are included in the Club's award-winning tabloid, the Wheel, and announcing, Chief Mary Lou Robson frequently gives mention of the public-service oil recycling message over each track public address system.

"We were fortunate to get this series sponsorship," noted Regional Executive Sal Versaggi. "I am not aware of any other SCCA Regional racing program that has a series sponsor. This funding has helped us upgrade our program, especially in the area of safety and promotion and I truly believe our drivers are buying into the idea in a big way," Sal said.

The Race to Recycle Oil program is funded under a grant from the California Integrated Waste Management Board, a State of California agency charged with changing the way Californians think about and process used oils. Most programs under this funding attempt to deliver the message through pamphlets and giveaways. While the Race to Recycle Oil program uses these techniques, it has the added benefit of sports marketing. People exposed to the SCCA Race to Recycle Oil program are more receptive to the idea and the process because they see it as part of something they truly enjoy. SCCA members are open to the idea, listen to the message and change their behavior. The results are seen in the recycled oil statistics at the race tracks where an almost 100% increase has occurred.

The Race to Recycle Oil grant was awarded in October of 1999. The present grant continues through October of 2000. "The San Francisco Region has been very fortunate in the sponsorship area," noted David Vodden. "In the early 90's we had a California Public Health sponsorship for anti-tobacco promotion. Last year we had Exodus Communications sponsor the Pacific Coast Road Race of Champions. In addition, many Club members sponsor individual race weekends. All of this sponsorship helps make our Club a success and more exciting to be associated with," Vodden added.

more

The Race to Recycle Oil program and the SCCA have worked together to place recycling stations at tracks such as Thunderhill Raceway, Laguna Seca Raceway, and Sears Point Raceway. These pick-up stations collect used-oil from racers and drive home the idea that used oil is not worn out, it is simply dirty. The oil is collected from the recycling stations and sent to one of two re-refineries depending on their geographic locations. Hundreds of thousands of gallons of oil are cleaned at these factories. The newly refined oil is then sold to retailers, service stations and racing teams. Other major corporations such as Frito-Lay, Coca-Cola, United Parcel Service, and Mercedes Benz are all currently using re-refined oil in their vehicles, and the list is steadily growing. The Race to Recycle Oil program has brought the idea of re-refined oil to racers and civilians and has greatly helped increase the popularity of recycling oil and using recycled oil at major raceways.

The San Francisco Region of the SCCA is the largest chapter in the country boasting over 4000 members. The Club races at Laguna Seca, Sears Point and Thunderhill Park, a three-mile road course owned by the Club. The San Francisco Region has three Solo II Chapters, Concours d'Elegance program, a street school program and staffs a total of twenty two professional weekend days with Club workers and equipment.

Information about the Race to Recycle Oil program and the use of re-refined oil and disposal of used oil can be obtained by calling (530) 934-4455.

END

SCCA NEWS

SPORTS CAR CLUB OF AMERICA - SAN FRANCISCO REGION

490 LINDBERGH AVE. - LIVERMORE, CALIFORNIA 94550

Office (925) 373-7222 Fax (925) 373-7272

Club subsidiary: Thunderhill Raceway Park - Willows, CA 95988

Press Contact: David Vodden (530) 934-5588

FOR IMMEDIATE RELEASE

RACE TO RECYCLE OIL SERIES TO BEGIN MARCH 27-28 AT SEARS POINT RACEWAY

San Francisco, CA.....The 1999 San Francisco Region, Sports Car Club of America, Race to Recycle Oil Racing Series will begin March 27-28 at Sears Point Raceway in Sonoma California. The ten race series for over forty (40) SCCA road racing classes will compete at Laguna Seca and Thunderhill Raceways before concluding at Sears Point on November 5-7 with the 22nd Annual Pacific Coast Road Racing Championships.

The busy schedule will also include the 4th annual SCCA Vintage Fall Festival October 23-24 at Laguna Seca and the 40th Annual 4-hour Endurance Classic November 20-21 at Thunderhill Park.

The West's biggest SCCA racing series will be sponsored by the California Integrated Waste Management Board and carry the title "Race to Recycle Oil Series". This highly visible marketing program will promote consumer recycling of used oil and the use of re-manufactured or re-refined motor oils.

Close to 2,500 entries are expected for the 46th annual season of amateur racing in the San Francisco Region. The Club boasts 5,000 Club members and is the largest Region in the 55,000 member organization.

Information about Club membership, the race series and the Race to Recycle Oil program can be obtained by calling (925) 373-7222 or (530) 934-5588.

SCCA NEWS

SPORTS CAR CLUB OF AMERICA - SAN FRANCISCO REGION
490 LINDBERGH AVE. - LIVERMORE, CALIFORNIA 94550
Office (925) 373-7222 Fax (925) 373-7272
Club subsidiary: Thunderhill Raceway Park - Willows, CA 95988

Press Contact: David Vodden (530) 934-5588

SCCA SIGNS OIL RECYCLING SPONSORSHIP

San Francisco, CA.....The San Francisco Region of the Sports Car Club of America (SCCA) will promote the recycling of used oil and the use of re-refined oil as part of a two-year sponsorship deal involving the Club's Regional Road Racing Series. The \$124,000 program is part of the State of California's Integrated Waste Management Board's ongoing effort to increase consumer awareness and response in the recycling and reuse of oil products.

"We are very pleased to be in the forefront on this important ecological and social issue," noted SCCA representative David Vodden. "Using the SCCA to deliver this message is a guaranteed winner for all the reasons that make sports marketing work so well."

The Race to Recycle Oil Regional Racing Series will include all Regional point races leading to the 1999 and 2000 class championships within the San Francisco Region of the SCCA. The usual marketing ploys will all be in place to deliver the message along with on-site presence of selected oil recycling experts at most events to enhance the message detail.

"This is about recycling oil and using re-manufactured or re-refined oil," observed Vodden. "That's the message and we're going to deliver it in an exciting, colorful and convincing way. Years from now consumer attention to this issue will be common place and compliance routine," Vodden predicted.

Over 2,000 drivers, 6,000 workers and officials plus close to 50,000 SCCA members nationwide will be exposed to this effort. The San Francisco Region SCCA will lead the way with the Race to Recycle Oil Series.

The San Francisco Region SCCA races at Laguna Seca, Sears Point and Thunderhill Raceways. Nationwide, the SCCA competes at most major road courses.

Information about the Race to Recycle Oil Series, SCCA membership and series events can be obtained by calling (530) 934-5588.

RACE TO RECYCLE

OIL

SCCA REGIONAL SERIES

SEARS POINT

MAY 8-9

LAGUNA SECA

JUNE 4-5-6

LAGUNA SECA

JULY 16-17-18

SEARS POINT

AUGUST 20-21-22

The SCCA and the California Integrated Waste Management Board have united efforts to spread the used oil recycling message.

Race to Recycle Oil will help promote the recycling of used motor oil at all Certified Centers. Certified Centers are conveniently located at several tracks, including Sears Point, Laguna Seca, and Thunderhill.

The Race to Recycle Oil series will help to remind drivers, crew members, and spectators to recycle used oil responsibly at the track and at home. Proper disposal of used oil is critical to protecting our environment.

It's easy to recycle used oil!



**For more information, contact
Thunderhill Park at 530-934-5588**



**RECYCLE
USED OIL
NORA • CLEAN-UP**

Funded by a grant from the California Integrated Waste Management Board

SAN FRANCISCO REGION SPORTS CAR CLUB OF AMERICA RACE TO RECYCLE OIL 2000 SCHEDULE Regional/National/Special Events

February	19-20-21	Driver's School	Thunderhill
March	18-19	National / Vintage	Thunderhill
April	1-2	Season Opener Regional	Sears Point
	15-16	Regional	Laguna Seca
May	6-7	Regional	Thunderhill
	20-21	HISTORICS	Sears Point
	27-28-29	Double Nationals NW Region	Thunderhill
June	2-3-4	Double Regional	Laguna Seca
	22-25	NASCAR / GTA	Sears Point
July	14-16	Regional / National	Laguna Seca
	21-23	ALMS / Nasport	Sears Point
August	18-20	HISTORICS	Laguna Seca
	25-27	Regional / National / Nasport	Sears Point
September	8-10	CART	Laguna Seca
	22-24	Double Regional	Sears Point
October	6-7-8	Double Points Final Regional	Sears Point
	12-15	ALMS	Laguna Seca
	27-29	PCRRC / Nasport	Thunderhill
November	4-5	FALL CLASSIC VENTAGE	Laguna Seca
	18-19	ENDURO	Thunderhill

Call for Race Entry • SCCA Membership • Race -Official Licensing

**SAN FRANCISCO REGION
SPORTS CAR CLUB OF AMERICA**

(530) 934-4455 FAX (530) 934-7275

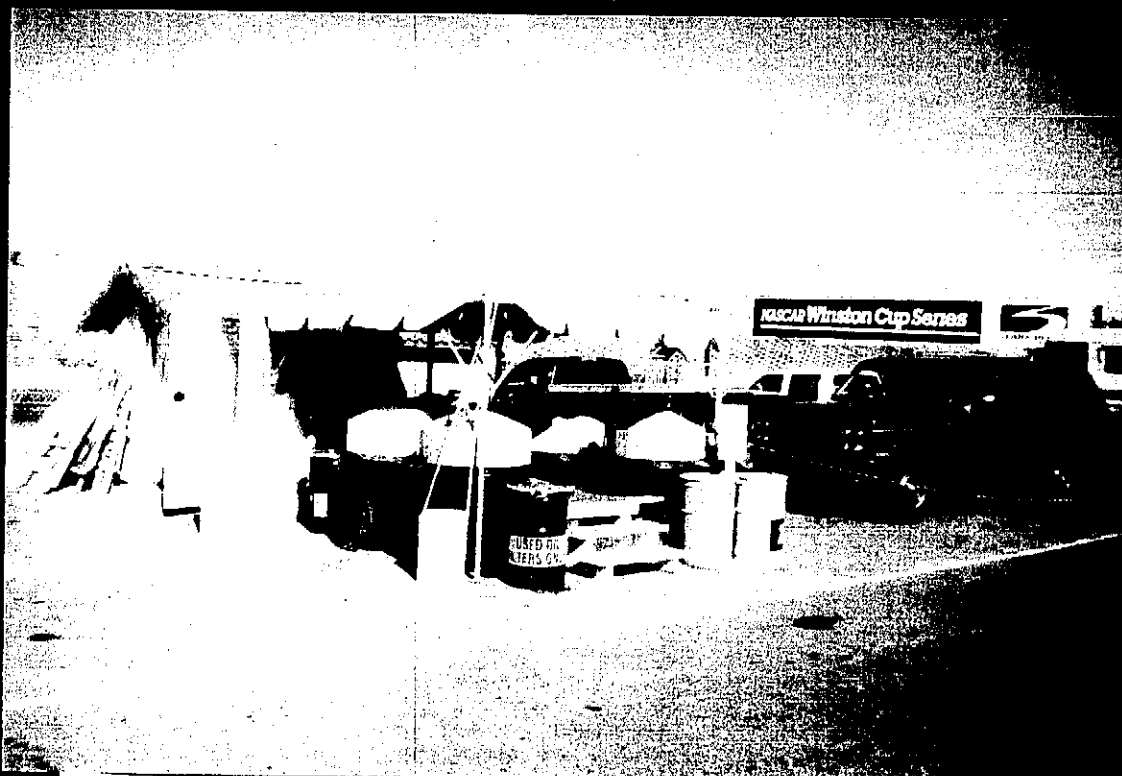
P. O Box 966 Willows, Ca 95988-0966

Web page: sfrscca.org

EMAIL dvodden@glenn-co.k12.ca.us

463

Race cars preparing to race at Sears Point Racing
pass by the Race to Recycle Oil Booth

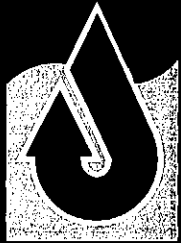


NOTE: On-site used oil recycling facility adjacent
to the SCCA/Race to Recycle Oil booth



RACE TO RECYCLE

OIL



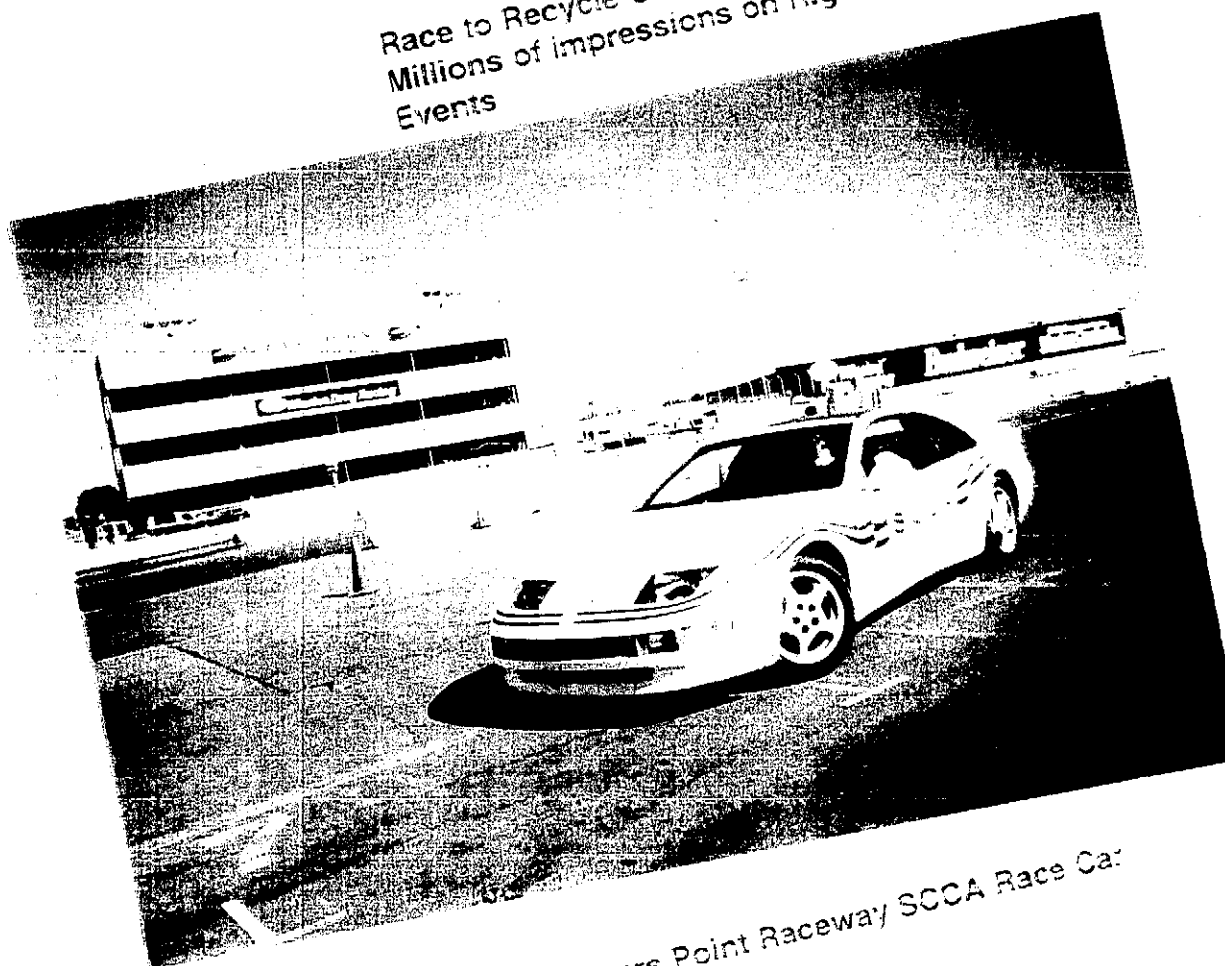
RECYCLE
USED OIL

Funded by a grant from the California Integrated Waste Management Board





Race to Recycle Oil signage on SCCA Official Van
Millions of Impressions on Highways and at
Events



Sears Point Raceway SCCA Race Car



Race to Recycle Oil/SCCA Information Booth

Race to Recycle/CIWMB Reception. Photos taken at the winners circle Sears Point, Sept. 25, 1999





Sears Point concession complex. Excellent exposure! At entrance to Merchandise Store.



Race to Recycle Oil patches on SCCA drivers suit-
Sears Point. June, 1999

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Sears Point Raceway

Thunderhill Park in Willows, CA is the only SCCA owned racetrack for the Northern CA Chapter.





Race to Recycle Oil Booth dispensing information
and SCCA membership pamphlets. Laguna Seca
1999

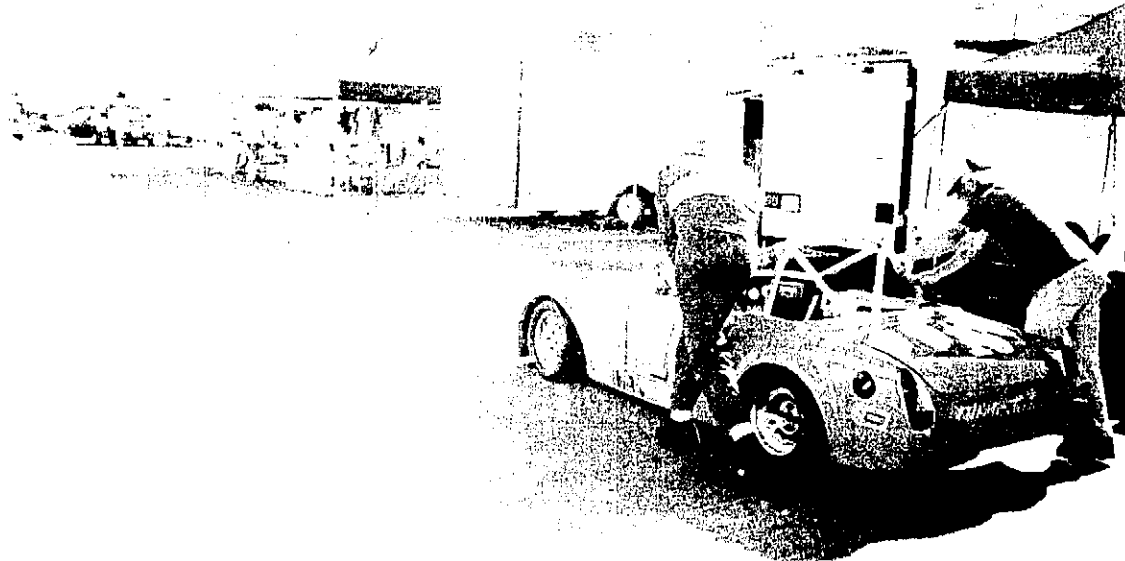


SEARS POINT
8000 LECTURE
ON SERIES RACES
TODAY!
FREE ADMISSION

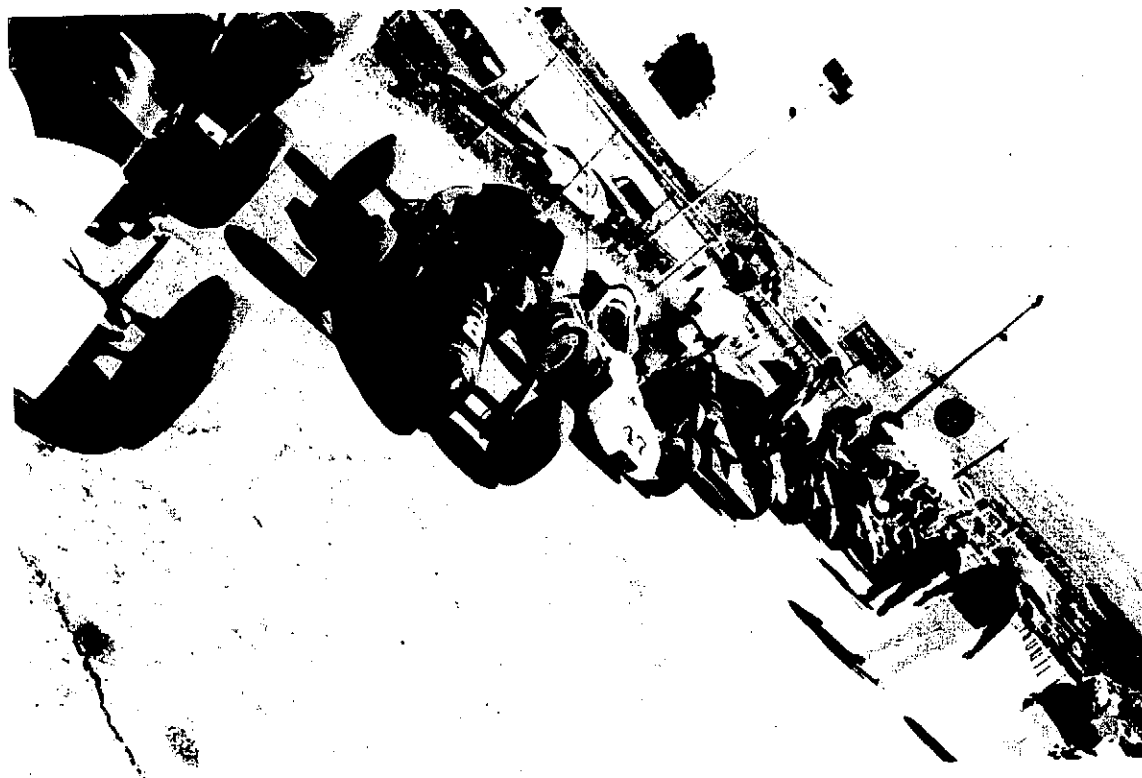
Sears Point Highway Sign illuminated 24
hours/day, established 625,000 plus impressions
and positive association

471

SEARS POINT
ON SERIES RACES
TODAY!
FREE ADMISSION



Race Car Assistance! All Race vehicles display
the Race to Recycle Oil Bumpersticker



Laguna Seca Starting line/stand.
July 1999

472

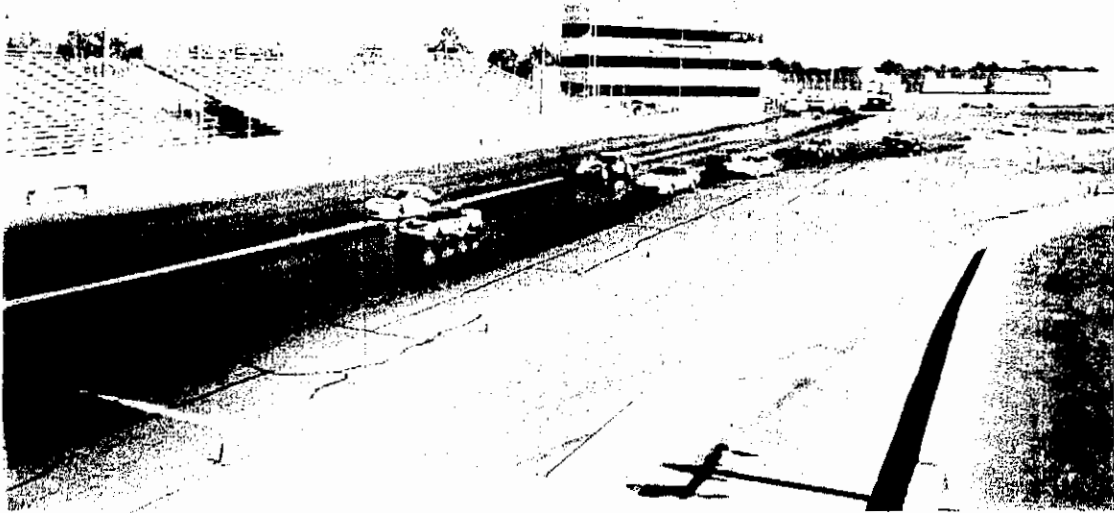


The famous start/finish line at Laguna Seca Raceway in Monterey. NOTE: Race to Recycle Oil banner in key Spot



Race to Recycle Oil signage/Banner at Track

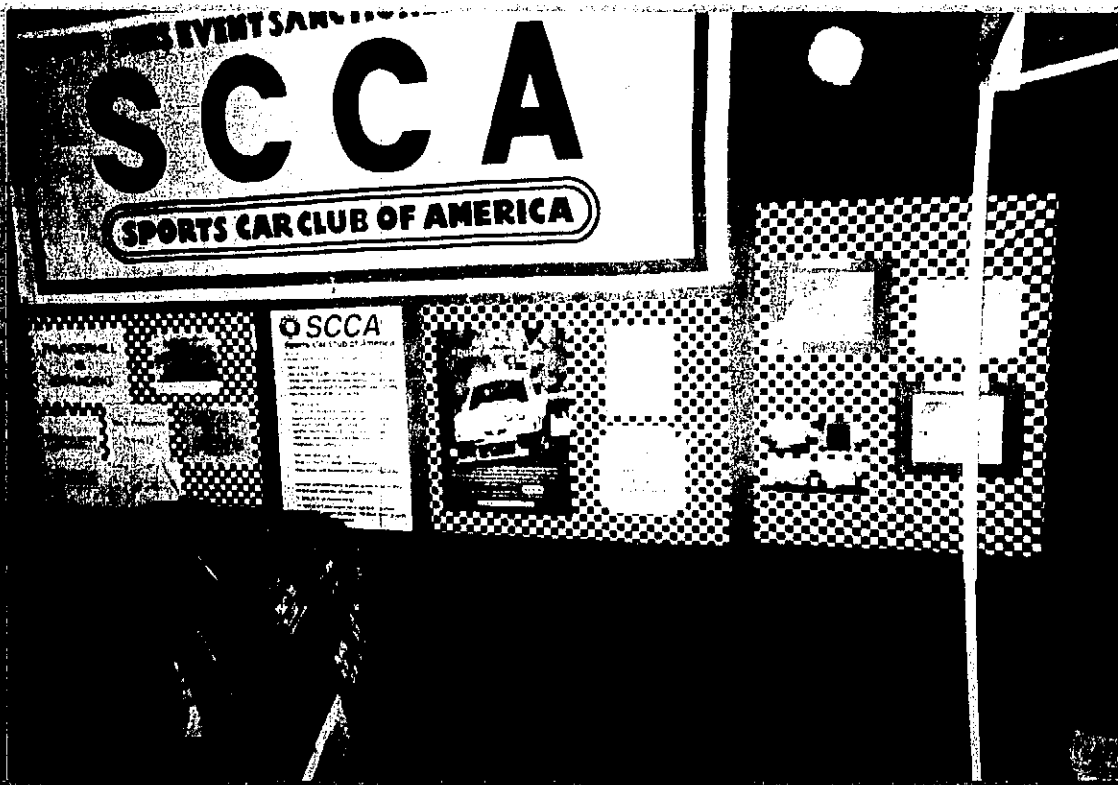
473



Laguna Seca Raceway



Racers, Starters, Families, Fans at Sears Point
Race to Recycle Oil Race August, 1999



Glenn County Fair SCCA, Race to Recycle Oil-
Thunderhill Booth

475





Race to Recycle Oil Booth with handouts at Sears Point Int'l Raceway. June-Nov. events, 1999



Glenn County Health Event Booth
476



ROSS • CAMPBELL
I N C O R P O R A T E D

UNP4-CC-3811

Thursday, July 27, 2000

Kelley Tyack
CIWMB
8800 Cal Center Drive, MS-14
Sacramento, CA 95826

Dear Ms. Tyack:

Please add this Letter of Support to the grant proposal submitted to the CIWMB from The Sports Car Club of America, July 14, 2000. This letter was received after the grant was turned in. One original and three copies are included.

Sincerely,

Carrie R. Beckstein
Account Manager

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1912 F STREET
SACRAMENTO, CA 95814
916 • 446 • 4744
800 • 466 • 4744
916 • 446 • 0386 FAX
WWW.ROSS-CAMPBELL.COM

LAGUNATM SECA RACEWAY

JOHN STORNETTA
General Manager

July 14, 2000

Mr. David Vodden, CEO
San Francisco Region, SCCA
Thunderhill Raceway
P.O. Box 966
Willows, CA 95988

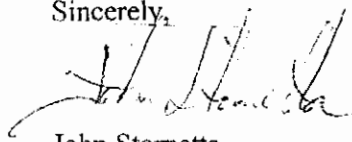
Re: CIWMB Used Oil Nonprofit Grant Fourth Cycle

Dear Mr. Vodden,

On behalf of the Sports Car Racing Association of the Monterey Peninsula and Laguna Seca Raceway, I would like to offer our support to the Sports Car Club of American for your grant application to the California Integrated Waste Management Board. Your upcoming project, if funded, will certainly unite with our communities' efforts to create a positive public outreach program.

The SCCA's continued dedication to helping the CIWMB provide information and influence towards the proper recycling of used motor oil will benefit the community. Targeting raceway enthusiasts and do-it-yourselfers is an exceptional way to promote used oil recycling.

Sincerely,



John Stornetta

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